AMERICAN SPECIMEN BOOK OF TYPE STYLES

◆ ◆ ◆

SUPPLEMENT

AMERICAN
TYPE FOUNDERS
COMPANY

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BY THE AMERICAN TYPE FOUNDERS COMPANY
JERSEY CITY, NEW JERSEY

Supplementary Catalogue

NEW TYPE FACES
BORDERS · ORNAMENTS
BRASS RULE

PRODUCED BY THIS COMPANY
SINCE THE PUBLICATION OF THE
AMERICAN SPECIMEN BOOK
OF TYPE STYLES, 1912

KEEP THIS SUPPLEMENT WITH
YOUR SPECIMEN BOOK

1917

AMERICAN TYPE FOUNDERS
COMPANY

THE WORLD'S GREATEST TYPEFOUNDER

Engravers Border

AMERICAN TYPE FOUNDERS COMPANY

SELLING HOUSES

BOSTON, MASS. . . . . 270 *Congress Street*
NEW YORK CITY . . . . . *William and Frankfort Streets*
PHILADELPHIA, PA. . . . . 17-19 *South Sixth Street*
BALTIMORE, MD. . . . . 213-217 *Guilford Avenue*
RICHMOND, VA. . . . . 1320 *East Franklin Street*
BUFFALO, N. Y. . . . . 45 *North Division Street*
PITTSBURGH, PA. . . . . 323 *Third Avenue*
CLEVELAND, OHIO . . . . . 15 *St. Clair Avenue, N. E.*
DETROIT, MICH. . . . . 43-45 *West Congress Street*
CHICAGO, ILL. . . . . 210-212 *West Monroe Street*
CINCINNATI, OHIO . . . . . 646 *Main Street*
ST. LOUIS, MO. . . . . *Ninth and Walnut Streets*
MINNEAPOLIS, MINN. . . . . 421 *Fourth Street, South*
KANSAS CITY, MO. . . . . 602-604 *Delaware Street*
DENVER, COLO. . . . . 1621 *Blake Street*
LOS ANGELES, CAL. . . . . 121 *North Broadway*
SAN FRANCISCO, CAL. . . . . 820-822 *Mission Street*
PORTLAND, ORE. . . . . 92-94 *Front Street*
SPOKANE, WASH. . . . . *Sprague Avenue and Browne Street*
WINNIPEG, CANADA . . . . . 175 *McDermot Avenue*
CONNER, FENDLER & COMPANY . 96 *Beekman St., New York City*
MILWAUKEE PRINTERS SUPPLY HOUSE, 125 *Second St., Milwaukee, Wis.*

SELLING AGENT

E. C. PALMER & COMPANY, *Ltd.* . . . . . *New Orleans, La.*

FOREIGN SELLING AGENTS

TORONTO TYPE FOUNDRY COMPANY, *Ltd.* . *Toronto, Montreal, Canada*
C. W. SHORTT & CO., *Ltd.* . 36 *Whitefriars St., Fleet St., London, E. C., England*
E. C. McCULLOUGH & COMPANY . . . . . *Manila, Philippine Islands*
HAWAIIAN NEWS COMPANY, *Ltd.* . . . . *Honolulu, Hawaiian Islands*
S. COOKE, PROPRIETARY, *Ltd.* . . . . . *Melbourne, Australia*
STORER, MEEK & COMPANY . . . . . *Wellington, New Zealand*
COMMERCIAL PRESS, *Ltd.* . . . . . *Shanghai, China*
SHEWAN TOMES & COMPANY . . . . . *Hongkong, China*
AMERICAN TRADING COMPANY *P. O. Box 883, Durban, Natal, South Africa*
ASUTOSH, AUDDY & COMPANY . . . . . *Calcutta, India*
NATIONAL PAPER & TYPE COMPANY . . 32 *Burling Slip, New York City*
City of Mexico, Monterey, Guadalajara, Guaymas, Mexico
Havana, Cuba; Buenos Aires, Argentina; Lima, Peru

Cloister Ornament No. 40 (Mortised) $1.50

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TO

American Specimen Book of Type Styles

SUPPLEMENT

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Announcement

THIS Supplementary Catalogue contains showings of the many beautiful type faces, decorative materials and brass rule produced by the American Type Founders Company since the last big catalogue was issued in 1912. May we request you to examine carefully the showings herein, and then ask yourself this question: *In the whole world can you find another typefoundry that offers to patrons such a comprehensive variety of useful and artistic materials with which to do good printing?*

KEEP THIS SUPPLEMENT
WITH THE BIG CATALOGUE FOR
READY REFERENCE

AMERICAN TYPE FOUNDERS COMPANY

THE MOST PROGRESSIVE TYPEFOUNDRY IN THE WORLD

72 Point 4 A $6 80 6 a $5 35 $12 15

RESPONDENT
Slowly Convincing

60 Point 5 A $6 25 7 a $4 60 $10 85

CHARGING TIME
Hours Become Money

48 Point 6 A $5 00 10 a $4 40 $9 40

BROWNED URCHINS
Country sunshine imparting complexions indelibly baked

42 Point 7 A $4 05 12 a $3 75 $7 80

LEARNED INSTRUCTOR
Educational advantages provide modern youth ultimate triumph

Cast on Script Line

Cloister Oldstyle

Patented July 13, 1915

36 Point — 8 A $3 65 13 a $3 20 $6 85

QUESTIONABLE METHODS

Extortioners threatening confiscation whenever merchants make objections

30 Point — 9 A $2 75 14 a $2 50 $5 25

CONVENED MEMBERS GROUPED

Political leader nominates candidate having clearly demonstrated required qualifications

24 Point — 10 A $2 35 18 a $2 05 $4 40

QUICK PRINTING RECEIVES DISRESPECT

Lowest priced competitor figures on rush jobs, which invariably result in displeasure for all those concerned

18 Point — 16 A $2 05 30 a $2 00 $4 05

RENDER HIGHEST SERVICE

DESIRABLE customers appreciate the attentions that rush printers have no time to incorporate into their policies

14 Point — 22 A $1 95 42 a $1 90 $3 85

AMERICAN SERVICE UNEXCELLED

WE HAVE a service department known as the Efficiency Department; its single purpose is to solve your printing problems

12 Point — 24 A $1 70 47 a $1 80 $3 50

PROGRESSIVE PRINTERS

MANY large concerns have taken advantage of this opportunity to secure better work $1234567890

NOTICE

Oldstyle Figures 1234567890 are put up with each font Lining Figures 1234567890 are put up in separate fonts and furnished only when specially ordered

10 Point — 25 A $1 50 50 a $1 55 $3 05

BEAUTIFUL ANTIQUATED BOOKS

BOOKS drawn on clay or stone tablets are not comparable to books written on parchment scrolls, while hand-lettered illuminated books of the Middle Ages are in a different category altogether from the twentieth century volume

8 Point — 28 A $1 40 56 a $1 40 $2 80

REQUIRED IMPROVEMENTS OBTAINED

THE MODERN book is composed in foundry-cast type and printed on presses that are marvels of ingenuity. It must be printed to prevent eye-strain. So we find a notable difference between a book set in foundry-cast type and a book set with the machine type

6 Point — 32 A $1 30 60 a $1 20 $2 50

A BEAUTIFULLY EXECUTED VOLUME

The vellum pages of the Book of Hours are painted and lettered with loving care. The brothers must have literally lived with and have had their being in the lovely pages of the work. Its balance and harmony of mass and line must be an inspiration to every artistically inclined printer $1234567890

SMALL CAPS from 6 Point to 18 Point, fonted separately, are sold at a uniform price of 50 cents a font

Profitable Advertising

IT'S THE PROFIT THAT COUNTS

FOUR months ago we printed ten thousand booklets for the Falcon Shoe Company. Yes; we wrote the copy, selected the stock and made the layout. In fact, our Service Department attended to every detail. The complete cost of the booklets, including mailing, was less than three hundred dollars. But that isn't the point. Those booklets have sold forty-five thousand dollars' worth of shoes. Isn't that profitable?

THE H. M. HORNER PRINTING COMPANY

FULTON AND WEST STREETS · NEW YORK CITY

OUR NEW BANKING DEPARTMENT IS PLEASING DEPOSITORS AND RECEIVING COMMENDATION

BANKING has been accorded extraordinary care by the management with the view to making it as nearly faultless as is possible with so important a part of our business. Every accommodation that makes for the convenience and satisfaction of our numerous patrons has been provided, and the hours have been so arranged as to encourage savings. The men who have assumed the care of this department are gentlemen well known for honesty and efficiency in business, financial and professional circles of our flourishing community. Each one is a representative citizen whose reputation is thoroughly established, and who is well informed on matters pertaining to the banking business. It will be the earnest and constant effort to influence saving on the part of the working classes, and many benefits are expected to accrue which frequently are given comparatively slight attention and which many persons

Cloister Ornament Cloister Initial

CLOISTER OLDSTYLE

CONVEYS THAT HAND-LETTERED EFFECT SO MUCH SOUGHT AFTER BY ARTISTIC PRINTERS AND SO GREATLY ADMIRED BY ALL WISE PUBLISHERS AND ADVERTISERS IN THIS COU
AND STYL
ORIGI

CLOISTE
LEA

GRACE A
WINS TH

The
Classic Type Design

THAT HAS ATTAINED GREAT POPULARITY AMONG PRINTERS AND ADVERTISERS

A NARRATIVE OF CLOISTER OLDSTYLE, CLOISTER ITALIC AND CLOISTER TITLE WHICH SHOWS MODERN IDEAS IN TYPEFOUNDING AS A GREAT ASSISTANCE TO PRINTERS

THE Cloister Oldstyle, cast in sizes ranging from six point to seventy-two point, was designed along lines similar to the type designed and cast in Venice by Nicolas Jenson and first used by him in the Eusebius of 1470. Jenson produced the finest books of the first half century of printing, and the most competent authorities agree that his Roman types never have been surpassed in their beauty. Cloister Oldstyle is cast on the script line, to accommodate the long descenders, and as the shoulders of the caps on the script line prevent desirable close setting where caps only are used, we offer a series of Cloister Title in which the caps, from six point to forty-eight point, have the least possible amount of shoulder. The Cloister Italic, from six point to seventy-two point, is a real novelty, inasmuch as it is entirely unlike any other existing italic face. In Jenson's time there were no italic types. Italic types were first introduced by Aldus of Venice in 1491. No italic types were made in the first century of printing that would harmonize with Jenson's Roman types. However, following the shapes of the earlier sixteenth century italics of Aldus of Venice, and also of Bonhomme and Rovilli of Lyons, the resulting design harmonizes beautifully with the Cloister Oldstyle, and is the most striking and pleasing italic offered to the printers. Nicolas Jenson was born in France in 1420. He served as apprentice in the mint in Paris as an engraver of dies, and in 1458, while master of the mint in Tours, he was sent by the king to learn the secret of printing in Mainz, with a view to introducing the new art in France. He returned to France in 1461, but meanwhile another king was reigning, who apparently was not interested in printing, and the next we learn of Jenson is that he commenced printing in Venice in the year 1470, the second printer there. In his first year he produced four important editions, and more than one hundred and fifty during the remaining ten years of his life. He used Roman types of one design and one size until 1475, when he added two sizes of beautiful text types. His books are either quarto or folio, and their characteristics are simplicity with correct proportions, beautiful types, classic margins and faultless composition. When he died, in 1480, his will showed that he was endued with wealth—one of the richest men of an affluent city in which so many printers seemed to have attained to opulence. His types and plant were purchased by Andrea de Torresani de Asola, who continued the business. Andrea de Torresani had a scholarly apprentice or assistant who married his daughter, and succeeded to the business in 1488. This was Aldus Manutius, the printer, who afterward made his press more valuable to the world than any other by

Six Point Cloister Oldstyle, set solid

Cloister Ornament Cloister Initial

CLOISTER OLDSTYLE IS CAST ON THE SCRIPT LINE AND MADE IN THIRTEEN GRADED SIZES

American Type Founders Company

ORIGINATOR OF THE FAMILY IDEA IN TYPE DESIGN

NEW PARIS FASHIONS

SHOWN IN NEW YORK FOR THE FIRST TIME

ROCKMORE & GOLDSTEIN are now holding informal displays of latest Paris Fashions in Suits, Coats, Gowns, Wraps, Skirts and Fall Millinery for your immediate selection or made to order. This store has been called "The Paris Shop of America" and those who have seen this display have expressed the same thing. If it is the last word in style you will be sure to find it at the Rockmore & Goldstein shop. There is no greater selection in this city. A visit to our show rooms, and a casual inspection of our stock, will convince you that our cla

Cloister Initial

The Actor

A MAGAZINE
FOR THEATER FOLK

A publication which can be relied on by members of the profession. Sure to be representative and will at all times open its pages to tell of the good things that interest stage people

KINGS

THE CLASSIC
CLOISTER FAMILY

NOT IN THE
HISTORY OF ADVERTISING
HAS A MORE
EMINENT TYPE FAMILY
REIGNED

CLOISTER STYLES
PREVAIL

Cloister Ornament

SAFETY FIRST

The Rialto Temple of Motion Pictures
Can Be Entirely Emptied in Less Than Three Minutes
Choose the Nearest Exit and
In Case of Fire Walk Quietly to That Exit
Avoid Panic

Comfort and Style

WHEN BUYING YOUR NEXT PAIR OF SHOES DO NOT SACRIFICE COMFORT FOR STYLE, NOR STYLE FOR COMFORT; DEMAND BOTH

UNIFORM PRICE OF $4.50 MADE FOR MEN AND WOMEN

The REQUARD Shoes are designed mainly for the comfort of the wearer, yet a casual inspection will convince you of their distinctive style supremacy, while maximum durability is evident in every stitch and backed by the Requard written guarantee

ASK TO SEE OUR NEW AUTUMN SUEDE TOP

D SHOE CO.

CHICAGO AND NEW YORK

The Association of Albany Florists cordially invites you to attend the Second Exhibition of Rare Blooms Monday, June 18, 1917

THE EXHIBITION WILL BE HELD IN THE FIRST REGIMENT ARMORY ON CLEVELAND STREET KINDLY PRESENT THIS CARD

Cloister Ornament

HIS FIRST JOURNEY

A Comedy in Four Acts under the Direction of A. E. Coss and Presented by the Cumberland Dramatic Club at Noel Hall, Friday Evening, May 18, 1917

TICKETS 25 CENTS

Just This Minute

If we're thoughtful, just this minute,
In whate'er we say and do;
If we put a purpose in it
That is honest thro' and thro'
We shall gladden life and give it
Grace to make it all sublime;
For, though life is long, we live it
Just a minute at a time.

Just this minute we are going
Toward right or toward wrong;
Just this minute we are sowing
Seeds of sorrow or of song.
Just this minute we are thinking
On the ways that lead to God,
Or in idle dreams are sinking
To the level of the clod.

Yesterday is gone; to-morrow
Never comes within our grasp;
Just this minute's joy or sorrow,
That is all our hands may clasp.
Just this minute! Let us take it
As a pearl of precious price,
And with high endeavor make it
Fit to shine in paradise.

72 Point 4 A $6 80 6 a $5 45 $12 25

BRIGHT MINDS

Investigators Remain

60 Point 5 A $5 90 8 a $4 85 $10 75

CHANGE NUMBER

Enumerate Departments

48 Point 6 A $4 75 12 a $4 50 $9 25

BEAUTIFUL PRINTING

Effective typography procured with American line type styles

42 Point 7 A $3 90 13 a $3 70 $7 60

PROMINENT EXHIBITION

Remarkable typographic show held by leading association of employers

36 Point — 8 A $3 35 16 a $3 30 $6 65

MODERNISM PREDOMINATES

Composing rooms of many leading offices provided with a complete steel equipment

30 Point — 9 A $2 55 17 a $2 55 $5 10

PRODUCE DISTINCTIVE CREATION

Energetic printer prepares delightful typography with a complete series of the artistic Cloister Italic

24 Point — 11 A $2 30 20 a $2 05 $4 35

ENVIRONMENT INFLUENCES COMPOSITOR

Originality and taste of workmen can overcome deficiencies in material in the construction of handsome printed matter

18 Point — 17 A $2 15 31 a $1 95 $4 10

HARMONIOUS TREATMENTS

Careful selection of paper and inks must be made if most effective result is desired

10 Point — 28 A $1 55 56 a $1 50 $3 05

LENGTH OF MEASURES IMPORTANT

Considerable attention must be given by printing salesmen and executives to the length of type lines when working on dummies for advertising matter of any kind, so as to get maximum publicity value

14 Point — 23 A $1 90 46 a $1 85 $3 75

REQUIRES DISTINGUISHED SPECIMEN

Many particular patrons specify the Cloister when desiring a piece of typography that will possess the maximum of attractiveness and at the same time be easy to read

8 Point — 30 A $1 40 60 a $1 35 $2 75

CONQUERING PRINCIPLES OF IMPOSITION

Several fundamental rules of stone work must be mastered by a printer before he can become proficient in laying out intricate forms for the various folding machines. Special attention should always be given to such very important details as the location of the lowest folio, position of quoins, proper margins, etc.

12 Point — 26 A $1 75 52 a $1 70 $3 45

ETHICS OF ADVERTISING

Candid statements in publicity will greatly increase the confidence and respect of consumers for advertised goods that have merit $1234567890

These Special Characters are put up with each font

A B D E G J M N
P R T U Y Qu
k v w & ſt " ' " ( ) [ ]

Lining Figures 1234567890 are put up in separate fonts and are furnished only when specially ordered

6 Point — 33 A $1 25 65 a $1 25 $2 50

UNIQUE PROCESS OF WOOD ENGRAVING

In former days, wood engraving was done on boxwood because of its close-grained, smooth texture. In recent times the wood has to be cut across the grain, the transverse surface being used. Boxwood trees seldom yield a single block fit for a fine engraving surface larger than three square inches, so a full-page magazine cut has to be engraved on a block of several pieces $1234567890

WILLIAM SHAKESPEARE'S

Romeo & Juliet

A Popular Transcription
of Shakespeare's Greatest Tragedy of Love
With Illustrations

THE two leading families in Verona were the noble Capulets and the Montagues. There had been a very old quarrel between these families, which was grown to such a height and so deadly was the enmity between them, that it extended to the remotest kindred and to followers and retainers of both sides, insomuch that a servant of the house of Montague could not meet a servant of the house of Capulet, nor a Capulet come in contact with a Montague by chance, but fierce words and ofttimes bloodshed ensued; and very frequent were the brawls from such accidental meetings which disturbed the happy quiet in the streets of Verona. Lord Capulet made a great supper, to many fair ladies and many noble guests

LINCOLN LECTURE

By CHARLES ROCHE
Professor Philosophy
Paris, France

Saturday Evening
May Three

GRAND HOTEL
Madison Avenue & Beresford Street

Quality

SHOULD BE
THE SLOGAN OF EVERY
REAL PRINTER

To obtain Quality in Printing it is most essential that the typographer be familiar with the work of the great printers, so as to establish a basis of standard. Printing as a trade, with all its rush and bustle, its wonderful mechanical equipments, is apt to give too little thought to printing as a handicraft, to the spirit of craftmanship which would breathe life and beauty into the output of dead and deadening tools. One of the main features helping towards Quality in Printing is perfectly made type

October Seven to Twenty

Automobile Exhibit

First Demonstration of the Newest
& Highly Improved Models
of Every Description

National Rotunda

GOREN
TRADE MARK REGISTERED
DENTIFRICE

YOUR TEETH REQUIRE CARE AND ATTENTION EACH DAY WITH A GOOD TOOTH BRUSH AND AN ANTISEPTIC, ODORLESS POWDER OR CREAM · A PROPER SELECTION OF THE CLEANSING MEDIUM SHOULD BE MADE SO AS TO PROTECT THE DELICATE ENAMEL COVERING OF YOUR TEETH AND PREVENT DECAY

GOREN
In Collapsible Tubes or Nickeled Boxes
25c

SOLD AT DRUG AND DEPARTMENT STORES

JENSON ART GALLERIES
Rand and Howe Streets Philadelphia, Pa.

Exhibition of Flemish Masterpieces

LIST OF THE EXHIBITS

ANNOUNCEMENT is hereby made of a public showing of the wonderful collection of objects of art owned by the late Allison Roundaime, to be on view for two days previous to its sale at auction, May third

Cloister Ornament

Evening Apparel for formal and informal occasions will be specially designed by experts

SPRING SEASON

from the European fashion centers we have just received the most wonderful collection of evening wear shown in years, comprising GOWNS & WRAPS of exquisite design and perfectly finished. All of the latest and most popular materials are included in this very remarkable assortment

Lockmar & Tuffts L&T Evening Apparel
BROAD STREET · PHILADELPHIA

The National Press Quality

THE following pages are submitted as samples of our service facilities, and, if you are interested in distinctive printing of *National Quality*, we will gladly send you our appropriate brochure "Specimen H" on receipt of request. We have been specializing in distinctive printing for years and our experience has covered the broadest fields of commerce. We have acquired the reputation of producing *quality printing with selling sense.* We believe distinctive printing to be the art of combining all the essentials of master craftsmanship with such originality and specific judgment that the *Results are Creati* ing sense emblema pography

TH NY

68

Cloister Initial

GRAND MUSICALE

Given by HELEN WHITE *and* EMM

Assisted by AGNES MILLER, *Voc*

Danforth Memorial Pala

Thursday, June 28, 1918, Eight o'Clock

Admission 50 Cents

Cloister Ornament

RU

LANDING

AN IDEAL SUBURBAN COMMUNITY WITH CITY IMPROVEMENTS. NEAR SCHOOLS, STORES, AND CHURCHES OF ALL DENOMINATIONS

Call or Write for Free Tickets and Transportation to Park

WILLIAMS REAL ESTATE CO.
688 FULTON STREET, NEW YORK CITY
Telephone 3087 Seaside Open Sundays and Evenings

A BEAUTIFUL BOOKLET & A HARMONIOUS TYPE FACE

BEING A SIXTEEN PAGE EXHIBIT FROM AN ADVERTISING BOOKLET "HARMONY IN PAPER TYPE AND INK," ISSUED BY TYSON & RIMICKE OF PHILADELPHIA, PA. SET IN THE PLEASING

Cloister Oldstyle
&
Cloister Italic

TYSON & RIMICKE
86 ELM ST., PHILADELPHIA, PA.

Cloister Italic in Display

During the last two weeks of October Advance Selections may be made preparatory to the Public Exhibition and Sale of

Original Drawings from Nature

By ALEXANDER RUTHERFORD

Chief Instructor Milwaukee School of Art and Design

The Public Exhibition and Sale begins November first at the Vandemyer Gallery

J. D. SMITH, Agent in Charge

January first

An Evening with the Kindergarten of the Community League

CHILDREN'S WORK IN THE EAST ROOM

Cloister Ornament

"A CAR of CULTURE"

The Perfection

Six Passenger $1650 *Electric Lights*

Built to serve discriminating families as a pleasure car the Perfection is not a racer, yet it can go much faster than the thoughtful car owner would ever dare to drive. Its motor has power ample to take the car loaded anywhere that any automobile can go, but it is not a truck. It is a perfectly constructed motor car. Flexible and easily handled, full of life and go, richly upholstered, economic in operation, the Perfection is certain the season's most popular pleasure c

THE GEMEL MOTOR COMP

No. 465 DEARBORN STREET, CHICAGO

Lithotone Brass Rule

Lecture Course

HISTORY · LITERATURE · TOURING

The Shakespeare Literary Society of the Peabody Institute

Season of Nineteen-Seventeen *First Monday in Each Month*

CLOISTER TITLE

PATENTED JULY 13, 1915

48 Point — 5 A $5 85

DERIDES MEN

42 Point — 6 A $5 30

HIDE COMPOSER

36 Point — 7 A $4 50

NUMBERING PERIOD

30 Point — 9 A $3 70

ENSURE FINE RETURNS
RICH DECISIONS GIVEN

24 Point — 11 A $3 05

GUIDE RECOMMENDING CANOE
MORNING INSPIRES SOJOURNER

18 Point — 15 A $2 50

IRON MINERS RETIRE
ENHANCE PRINTING
DESIRE NICE PROFITS

14 Point — 21 A $2 25

MORE INVENTIONS GIVEN
INCREASING DISTINCTION
REBUKE EFFICIENT HELPER

12 Point — 22 A $2 00

NICE PRODUCTION EXPECTED
ORIGINAL METHODS SOUGHT
INQUIRING MIND DELIGHTED
FINISHED NUMEROUS HOMES

10 Point — 25 A $1 80

INSPIRED MIND REQUITED
BUILDS SURPRISING HOME
MYSTERIOUS RESEARCHES
NOTED PRINTERS RETIRED
STRENGTHEN INJECTIONS

8 Point — 27 A $1 60

EXPERIENCED BELGIAN SOLDIERS
MODERN MEDICINES IMPROVING
PROMINENT SPEAKERS ENTHUSE
REMARKABLE SERVICE RENDERED
OPTIMISTIC MERCHANT INSPIRES

6 Point — 32 A $1 30

EFFICIENCY DECREASING PRINTING EXPENSES
HIGHER GRADES OF BOOKLETS PLEASE BUYER
ENERGETIC MERCHANTS DELIGHTED WEEKLY
THE BRIGHT SUNSHINE GLADDENS CHILDREN
PROPOSITION NOW CONSIDERED SURPRISING
ELUSIVE DOLLARS $1234567890 INTEREST MANY

THE KODAK

FOR OUTINGS AND
VACATION DAYS IS A SOURCE
OF CONSTANT DELIGHT

Cloister Ornament

KLEAR PHOTO SUPPLY CO.

CORNER BROAD AND MARKET STREETS, PHILADELPHIA

AMERICAN LINE

TYPE

THE BEST IN STYLE
VARIETY AND
DESIGN

AMERICAN FACES, BOTH IN FASHION AND FINISH, LEAD THE WORLD, AND IT IS THE POLICY OF THIS COMPANY TO PRODUCE NEW ORNAMENTS AND BORDERS WHICH ARE DESIGNED TO SECURE PERFECT HARMONY

AMERICAN
TYPE FOUNDERS
COMPANY

IF YOU ARE LOOKING FOR A REAL HOME— A PLACE WHERE LABOR, PLEASURE AND HOME LIFE ARE MIXED IN ABOUT THE MOST IDEAL PROPORTIONS

A RARE PLACE WHERE CLIMATE, SOIL AND WATER HAVE ENTERED INTO A GIGANTIC CONSPIRACY TO PRODUCE ANNUALLY THE MOST PLENTIFUL CROPS—YOU'VE SURELY FOUND THE VERY END OF YOUR RAINBOW HERE IN MEREDITH, FOR THERE REALLY IS ONE SUCH SPOT. WE HAVE KNOWN IT FOR SOME TIME. THE ROADS AND WALKS HERE UNDOUBTEDLY ARE THE BEST IN EASTERN MINNESOTA. LOOK ON THE MAP FOR THIS TOWN—YOU WILL FIND IT IN THE CENTER OF DUNFIELD COUNTY, WITHIN REACH OF THE GREATER MARKETS, AND CONNECTED WITH THEM BY FOUR RAILROADS. AT THE PRESENT TIME CONDITIONS IN MEREDITH ARE EXCEPTIONAL, AND MANY INVESTORS SPEAK IN THE MOST OPTIMISTIC MANNER REGARDING THIS SECTION. NEVER IN THE HISTORY OF THE COUNTRY HAS THE CALL OF SUBURBAN LIFE BEEN MORE INSISTENT THAN AT PRESENT. WE HANDLE A LIST OF REAL ESTATE UNEQUALLED IN MEREDITH

FOR PARTICULARS, ADDRESS

HOME BUILDING AND DEVELOPMENT CORPORATION

MEREDITH CENTER, MINNESOTA

72 Point 3 A $6 25 5 a $5 00 $11 25

ENTHRONED

Serving Banquet

60 Point 4 A $5 45 7 a $5 25 $10 70

BRINGS DESIGN

Magnificent Homes

48 Point 5 A $4 40 10 a $4 75 $9 15

UNFINISHED WORK

Quick resumption urged

on all-important contract

42 Point 6 A $4 35 10 a $3 85 $8 20

REIMBURSED PRINTER

Funds promptly returned to

concern pending settlement

36 Point 6 A $3 20 11 a $3 10 $6 30

MODERNIZES FOUNDRIES
Inaugurating new and improved methods for manufacturing toys

30 Point 7 A $2 60 13 a $2 65 $5 25

SUPERIOR CLOISTER SPECIMEN
Exclusive typography is produced with members of the popular Cloister Family

24 Point 9 A $2 10 17 a $2 20 $4 30

PRODUCTIVE OUTPUT GUARANTEED
Sufficient quantities of spacing material essential in order to obtain efficiency in composing rooms

18 Point 13 A $2 00 25 a $2 00 $4 00

ORGANIZE CONVENTION
Leading commercial printers will gather for their national meeting

14 Point 18 A $1 85 37 a $1 95 $3 80

EFFICIENT PRINTING SALESMEN
The purveyors of printed matter who are employing capable salesmen will increase considerably the demand for typography

12 Point 22 A $1 70 42 a $1 70 $3 40

EXPENSIVE MACHINE COMPOSITION
The greatest waste that results from the use of machine-set type is the time spent in having to replace material of inferior grade $1234567890

10 Point 23 A $1 50 46 a $1 60 $3 10

ADVERTISING OF DISTINCTION
For the most effective publicity literature in newspaper or magazine the consistent use of one type face is recommended, as it establishes the identity of the advertiser

8 Point 25 A $1 35 51 a $1 45 $2 80

COMPREHENSIVE DUMMY VALUABLE
A great many business men are entirely devoid of what may be termed imagination or the sense of being able to form a mental image of a finished job of printing, and it would therefore be to the master printer's advantage to carefully prepare a dummy of the job for his customer's approval

6 Point 29 A $1 20 56 a $1 30 $2 50

FINE TYPOGRAPHIC LIBRARY AND MUSEUM
For the past seven years there has been maintained by the American Type Founders Company in its central plant in Jersey City a Typographic Library and Museum which is free to the public and contains a most extensive collection of books, prints, medals, autographs, busts, early printing presses and other typographic appliances $1234567890

Cloister Bold Oldstyle Figures 1234567890 are put up in separate fonts and furnished only when specially ordered

AN EGGLETON BOOK

AN EGGLETON BOOK

Miss Angelica

By SIR EDWARD MILLS

NEVER has a more surprising tale been told. Sir Edward is certainly batting over three hundred in the Best Sellers' League. Amid the bustle and excitement of a great war, with guns booming in the background, the Angelica lady suddenly emerges from a life of obscurity to take the leading part in a drama brimful of action, romance and mystery. She becomes the object of sinister schemes. Thrill follows thrill with a bewildering rapidity. A compact perils and brave deeds all told in

ALL BOOKSELLERS · $1.70

Cloister Ornament

"Would you throw a diamond away because it pricked you? One good friend should not be weighed against the jewels of all the earth. If coolness or unkindness come between us, let us get together face to face and have it out. Quick, before love grows cold!"

ROBERT SMITH

LATEST AND MOST READ

BOOKS

SUMMER FRIENDS

that last for life and invigorate the rest seeker Send postal for the list of latest best sellers, including fiction and text books

Phone your selections now

M. MINDEN

Publisher

BROOKLINE, BOSTON

Cloister Ornament

Sterling Silver

"A GIFT THAT LIVES"

H. MENKINS & CO.
TWELVE WEST FULTON STREET

GIFTS IN STERLING ARE INVARIABLY APPROPRIATE AND VALUED VERY HIGHLY. IN OUR STOCK THERE ARE MANY ARTISTIC ARTICLES WHICH INCLUDE EVERYTHING PRODUCED IN STERLING SILVER. WE ESPECIALLY INVITE YOUR INSPECTION OF OUR AFTERNOON TEA SET, CONSISTING OF TEA CONTAINER, CREAM PITCHER, SUGAR BOWL AND A SERVING TRAY. THE COMPLETE SET IS ONLY $32.50, DUE TO THE FACT THAT IT IS MADE IN OUR OWN FACTORY

Cloister Initial

WONDERFUL IN TONE

DELIGHTFUL TO PLAY

ENMIR PIANOLA

IT REPRODUCES, AUTOMATICALLY, THE PLAYING OF FAMOUS PIANISTS

THE ENMIR IS ALSO A PIANOFORTE OF SUPREME MUSICAL EXCELLENCE

THROUGH this wonderful instrument you now may hear in your own home such great artists as Bauer, Hambourg, Gabrilowitsch—a constantly increasing list of the famous virtuosi of the pianoforte. It is without question the most wonderful of all player-pianos. You, yourself, may play it with delightful skill. In appearance and action identical with highest grade piano

Cloister Ornament

Quality Printing is assured when the work has that original and distinctive character which Cloister faces impart

Period Furniture

NEW HAYDEN SHOP FURNITURE SUGGESTIONS FOR THE ENTRANCE HALL

THE palatial dignity which distinguishes Italian Furniture of Renaissance times, when Rome, Florence and Venice were in the proud plenitude of their power, today gives to the Entrance Hall that suggestion of stateliness which sho
of the modern home
Hayden Shop repro
of securing such Fur

Massive arcaded Tables which are marked by the virile carving of their scrolled and console-like supports, Banquettes with gracefully curving legs and old pattern spindle stretchers. All the old Italian designs are here

BUCHANDIA'S

Hutchinson Building Number 570 Fifth Avenue

INVITE INSPECTION OF
THEIR LATER
MODELS

TAILORED SUITS
AND WRAPS

DRESSMAKING SALONS TODAY
THIRD FLOOR

Three Point Border No. 302 Cloister Initial

OUR ART SILVER

"B. B." Silver has an unquestioned place in art. The silver vase displayed in our Eighth Avenue corner windows is beautiful enough to inspire another Keats if in passing by he should see it

DIAMONDS GOLD JEWELRY WATCHES CLOCKS

BROWN BROTHERS

HERE
SINCE
1863

Cloister Ornament

EIGHTH
AVENUE
34th Street

THE POINT OF EMBELLISHING TYPOGRAPHICAL DESIGNS SHOULD RECEIVE EARNEST THOUGHT

WHEN decoration is applied unwisely it is a menace to correct typography. Intelligently applied, it will greatly enhance the appearance of and add interest to the design, the full value of which can hardly be estimated. More designs by far fail of effectiveness because of being overdecorated than by being unadorned. While severity must be avoided, a plain design of type lines is preferable to one in which the decoration has been carried to the extreme where it subordinates the type matter. The message conveyed is the important thing, and anything which tends to weaken it should be decried. Inversely, any means of adding attractiveness, and thereby effectiveness, is most desirable. No particular rule can be laid down governing the extent of decoration. It is largely a dividual job, and the manner is taste and judgment should ornamentation than by words

Eighteen point, opened with one point leads Cloister Initial

CHANGING FORMS AFFECTING THE CORRECTIONS ON PROOFS

TO proofreaders it is urgently and seriously recommended that they apply their utmost endeavor to the following of copy exactly, never making any change except in case of something so plainly in error that correction is unmistakably needed. Only those mistakes should be corrected which are evident accidental errors in grammar. Caution should be exercised to avoid instances where it is possible for the author to persist, even though you are sure he is wrong. The books of to-day, in details of style, show considerable change from the usages of long ago, but in the matter of variance one from another our authors are as far apart as ever. And it is because of the many differences, and mainly because of the apparent impossibility of reducing their number, that the time-worn slogan

Twelve point, opened with one point leads Cloister Initial

INTERESTING DISCOVERIES IN REFERENCE TO OUR ALPHABET

NEW and pleasing as the origins of our alphabet are in all their details, they are not any more fascinating than the different incidents by which these results have been gained: the patient working out of the meaning of rock inscriptions, the significance of which had altogether perished from the earth, with the following opening up of enormous vistas of human achievement through centuries, and the restoration to man's knowledge of vast civilizations whose existence he had merely surmised and then only in displaced sections. The Egyptian hieroglyphics served to record the civilization which arose thousands of years ago in the Nile Valley during the full period from the first dynasty down into the time of imperial Rome. Doings of humanity for protracted epochs were inscribed on stones imperishable under the rainless sky that all who saw might

Ten point, opened with one point leads

72 Point 4 A $8 45 6 a $6 30 $14 75

BRIGHT MIND
Honest Reporters

60 Point 4 A $6 30 7 a $5 20 $11 50

MODERN DESIGN
Elegant Composition

48 Point 6 A $5 20 10 a $4 35 $9 55

NUMEROUS ENTRIES
Charming awards granted lucky juvenile competitors

42 Point 7 A $4 20 10 a $3 40 $7 60

DETERMINED BANKERS
Enterprising financiers secure important foreign concessions

36 Point — 7 A $3 50 11 a $2 95 $6 45

INTERESTING CONCEPTION

Distinctive and artistic typography delights the most exacting customer

30 Point — 8 A $2 55 16 a $2 75 $5 30

MODERN EQUIPMENT SELECTED

Exceptional economies in floor space and labor costs guaranteed progressive printer

24 Point — 9 A $2 10 17 a $2 25 $4 35

DISTINCTIVE COMPOSITION PRODUCED

Harmonious treatment given to important booklets results in beautiful products of extraordinary merit

18 Point — 15 A $2 00 30 a $2 15 $4 15

EXPERIENCED SUPERVISOR

Competent executives are required in every department if an efficient organization is to be consummated

10 Point — 25 A $1 55 50 a $1 65 $3 20

CLOISTER FINE FOR ADVERTISING

For publicity matter of every kind, where it is desired to secure best advertising value, a most appropriate and effective type face is the Cloister: distinctive in design, pleasing in appearance, and perfect in its legibility

14 Point — 21 A $1 90 40 a $1 90 $3 80

KNOWLEDGE OF TYPE SIMPLICITY

Effective advertising is secured by attention to fundamental principles of composition in the preparation of orders

8 Point — 27 A $1 45 54 a $1 40 $2 85

PROPORTION APPLICABLE TO PRINTING

Composition, in art or typography, must conform to certain standards if the approbation of critical persons is to be secured, and one of the first points that must receive consideration is the right proportion of component parts

These Special Characters are Furnished with Each Font

A B D E G J M
N P Qu R T V
Y v w " ' " & ſt

12 Point — 22 A $1 70 45 a $1 80 $3 50

LEGIBILITY REQUIRED

Ease in reading is one of the main requisites of a piece of printed work $1234567890

6 Point — 29 A $1 20 58 a $1 25 $2 45

SUBORDINATING EMBELLISHMENTS

Decoration in printing should always occupy a subordinate position, as the message that it is desired to convey through the medium of a printed product loses advertising value when ornamentation predominates. This question should receive serious thought $1234567890

Cloister Bold Italic in Display

Type Simplicity

Simplicity in typography demands selection of type faces that are pleasing to the reader's eyes; also the arrangement of matter in a plain, dignified manner without excess decoration

Elmore & Enthoven Co.
South Norwalk Avenue · Portland

Printers and Publishers
Booklets · Catalogues · Directories

Lithodot Brass Rule

MISS ELSIE SMITH & MISS NORA DUNN

WILL DEBATE THE SUBJECT:

"Votes for Women"

These brilliant women will speak at Covington Hall, 2537 Dover Street on Monday Evening, June Seventh

Eight-thirty o'clock, sharp

This ticket will admit two

HAT CHECK

HOTEL NEVINS · BOSTON

Preserve this little card very carefully to avoid unpleasant incidents or inconveniences. Present to coat room attendant when you pass through the Hotel Nevins lobby

Note this number in case check is lost

No. 4625

Quinsbey Stockings

FOR BOYS AND GIRLS

During vacation times especially the wear and tear on stockings is a serious problem that mothers have to contend with. The children are in need of hose that are woven of durable cotton and are reinforced at the heel and toe. Not only do "Quinsbey Stockings" answer these wearing quality requirements, but they are most reasonable in price

Quinsbey Stockings are for sale by leading department stores throughout the United States

QUINSBEY KNITTING WORKS

MILLS AT FALL RIVER, MASS. AND DERBY, CONN.

Manufacturers of Furniture for Sixty-four Years

Snellgard Porch Furniture

Exceptional assortment of artistic furnishings for a bungalow or cottage

Spring, 1917

G. SNELLGARD & SONS

NEW YORK TORONTO

Six Point Linear Border No. 3

The highest tribute ever paid to the printer's craft was expressed in three words by one of the world's greatest minds, who, when recording his own epitaph, put aside his huge triumphs as scientist, philosopher, diplomat and reformer, and simply began "Benjamin Franklin, Printer"

The James Anson Printing Company

Cloister Ornament

CLOISTER BOLD TITLE

PATENT APPLIED FOR

48 Point — 5 A $6 30

EXTENSIONS

42 Point — 6 A $5 60

HOISTING LINK
PREDETERMINE

36 Point — 7 A $4 50

MODERN PRINTING
LINGUISTS NOBLER

30 Point — 8 A $3 90

REMINDERS
NICE PROSE

12 Point — 20 A $1 90

REQUIRED REFERENCE
QUIET HEIR RETURNS
MYSTERIOUS MAIDEN
BLUE $1234567890 BIRD

24 Point — 11 A $2 95

CHANGE QUICK
MORE SOLDIERS

10 Point — 23 A $1 80

DECIDES CRITICAL POINT
REMARKABLE EDUCATOR
INCREASING FRIENDSHIP
QUOTED GRAND BANKER

18 Point — 13 A $2 40

BURN MAIN HOUSE
HISTORIC REFORMS

8 Point — 26 A $1 50

GRANDEUR ELATES HISTORIAN
RELIABLE COMPOSITOR LEARNS
HUMOROUS PICTURE RESERVED
MOTHERS DECIDE UNANIMOUS

14 Point — 20 A $2 25

PRINTER INEXPERIENCED
MORE PEOPLE SUBSCRIBE

6 Point — 29 A $1 20

PROPOSITION REJECTED BEFORE DEBATING
BRIGHTEST HUMANITARIANS CONGREGATE
ASSOCIATION NUMBERED AMONG HIGHEST
ELEVEN EUROPEAN $1234567890 FINANCIERS

Cloister Bold Title in Display

GAMBLE & BROS.

Main and Locust Streets

DESIRE TO EMPHASIZE THE MAGNIFICENCE OF
THEIR SHOWING OF

WINTER FASHIONS

THE MOST COMPLETE PRESENTATION OF THE HIGHEST
CHARACTER APPAREL OFFERED BY ANY
HOUSE IN AMERICA

GOWNS · WRAPS · SUITS · COATS
BLOUSES · MILLINERY

WEEK OF OCTOBER TWENTY-FIFTH

GAMBLE STYLES ARE AUTHORITATIVE STYLES

Lithotone, Lithodot and Litholine Brass Rule

NEILS'

PRESENT
IN THEIR CHARMING FRENCH SALONS
SEVERAL HUNDRED PARIS
IMPORTATIONS
AND ORIGINAL MODELS, ASSURING
PATRONS THE WIDEST
LATITUDE FOR SELECTION AND
EXTREMELY LIMITED
DUPLICATION OF DESIGNS

No. 618 Fifth Avenue
FIFTIETH STREET

Lithotone and Litholine Brass Rule Cloister Ornament

A MERRY
CHRISTMAS
AND
HAPPY
NEW YEAR

Mark Hanson

1916-1917

Holiday Decorator

Cromwell Series

PATENTED MAY 9, 1916

48 Point — 6 A $5 05 9 a $4 10 $9 15

HANDSOME FOLDER
Extraordinary Proofreader

36 Point — 7 A $3 30 11 a $3 00 $6 30

INSTRUCTOR CONSIDERED
Concerning Quality Advertisement

30 Point — 8 A $2 65 14 a $2 80 $5 45

MERCHANDISE INTRODUCTION
Beautifully Designed Specimen Creations

24 Point — 9 A $1 90 18 a $2 25 $4 15

PRINTER MODERNIZED SALESMANSHIP
Catalogue Establishment Manufactures Stationery

18 Point — 14 A $1 90 28 a $2 05 $3 95

PROMISES INDIVIDUALITY
Satisfactory results obtained when catalogues are designed for beauty

14 Point — 20 A $1 75 40 a $2 00 $3 75

ORIGINALITY PLEASES PROSPECTS
There is personality in our printing business which is one quality that inspires confidence

12 Point — 22 A $1 65 44 a $1 75 $3 40

UNDEVELOPED CONDITION INVITING
Sometime our American business men will come to believe as much in art in advertising as they are now believing in $1234567890 art in architecture

10 Point — 23 A $1 45 47 a $1 65 $3 10

EXTRAORDINARY INDUCEMENTS
There are dozens of business houses in this country willing to spend from two to fifteen thousand dollars for an advertising booklet or a catalogue producing profitable returns

8 Point — 26 A $1 35 52 a $1 45 $2 80

RELIABLE MANAGEMENT PRODUCTIVE
In the old days it was seldom that an outsider was permitted to know what profits a printer made, but we now know that the more our customers learn of our cost systems, the better prices we may demand

6 Point — 30 A $1 20 60 a $1 30 $2 50

PROFITABLE COMPOSING ROOMS INTERESTED
When compositors work in the old-fashioned alley provided only with type in cases, and often without spaces and quads, the compositor has to leave his station and make a journey for each kind of material. Compositors are not setting while they are walking or hunting for the materials. The American Cut-Cost Equipments $1234567890 eliminate those journeys

fa fe fo fr fu ty ‘ “ ” f y

These Special Characters are put up with all fonts from 6 to 48 Point inclusive

The Cromwell Series

Designed for Beauty and Style

EVERY buyer of good printing is keenly alert for type faces that will equal the best effects in hand-lettered designing. Such type faces create that air of exclusiveness for which the modern advertiser gladly pays. Thus it is with no small feeling of pride that this Company presents to the artistic printers of this country the Cromwell Series. This beautiful type face has an individuality all its own, embodying the tasty results of refined hand-lettering and losing nothing by a comparison

The Cromwell Series is cast on Script Line from Six to Forty-eight Point
Special Combination Letters are included with Each Font

American Type Founders Co.

Designer and Originator of

Spacing

By A. L. SMITH
Teacher of Lettering and Printing
Milton Academy of Art

HAS it not occurred to you that a transposition of five or six one-point leads will often improve a job fully fifty per cent? Do you know that equal spacing between words is really uneven spacing? Get this book which explains every detail for a perfect spacing

Price 75 Cents

Quality Publishing Co.
125 Broadway :: Brunswick City

Gofrany & Nolan

HABERDASHERS

Announce the Formal Opening of
A Shop for Men

1245 North Quincy Avenue

Saturday, May fourth

OUR aim has always been to show the most up-to-date and smartest Haberdashery at moderate prices, and in our new location, we shall try to give Lancaster the most complete and modern shop for men

Goudy Oldstyle

PATENTED MAY 9, 1916

48 Point — 5 A $4 65 9 a $4 55 $9 20

PRINTING DESIGN
Goudy Oldstyle Series

42 Point — 5 A $3 85 10 a $4 20 $8 05

HONEST CUSTOMER
Contemplate Equipment

36 Point — 6 A $3 40 10 a $3 10 $6 50

DOUBLES PRODUCTION
American Cut-Cost Cabinets

30 Point — 7 A $2 65 14 a $2 95 $5 60

INSTRUCTIONS
Divide Importance

24 Point — 8 A $2 05 16 a $2 25 $4 30

FOUR CHAMPIONS
Premier Figure Skating

18 Point — 12 A $1 95 23 a $2 15 $4 10

DESIGNED FOR BEAUTY
Buyers of printing will listen to fine type talk

14 Point — 17 A $1 85 34 a $2 00 $3 85

OBSTRUCTIONS
Plant arrangement thoughtfully placed

12 Point — 21 A $1 70 40 a $1 80 $3 50

IDEAL ADVERTISING FACES
Small Capitals for the sizes from six point to eighteen point are put up in separate fonts $1234567890

10 Point — 24 A $1 50 48 a $1 70 $3 20

COMPOSITION THAT REWARDS
The selection of an attractive type face will enhance the power of advertising matter. Goudy Oldstyle is such a type

8 Point — 27 A $1 35 54 a $1 55 $2 90

SYSTEM IN MATERIAL ARRANGEMENT
A form of economy which is often neglected is the arrangement of material so that it will be easier for the compositors to turn out a larger amount of work in less time and thus lessen the cost of production

6 Point — 29 A $1 15 58 a $1 30 $2 45

HOW MUCH TIME IS LOST DAILY
Go through your composing room and see if your compositors are losing time in walking from place to place looking for material which should be close at hand. Efficiency outfits do save time $1234567890

Oldstyle Figures 1234567890 for all sizes, and Small Caps from 6 to 18 Point are fonted separately and furnished only when specially ordered

Goudy Oldstyle in Display

If you have anything
worth selling,
It is surely worth
telling

Cloister Ornament

Put it up to the man
who knows your
market
as Broket does

BRAINS in advertising, to look at it from the Broket standpoint, means more than the mere selection of the best mediums; more than making promising selling plans; more than writing copy and making sketches. It means the combination of all these essentials. Broket O. K. service achieves this completeness.

ROYLAND BROKET
Advertising Specialist

Averill Building
Rochester, N. Y.

R
RNS
RTISE
TRING
ERVICE
MEDIUM

Goudy
Oldstyle

Latest
Typographic
Triumph

NTING
GOOD TYPOGRAPHY IS ESSENTIAL IN EVEN THE
CHEAPEST ADVERTISING AND SHOULD BE YOUR
MOST IMPORTANT SELLING ARGUMENT WHEN
GOING AFTER LOW OR HIGH-PRICED WORK. THE
PRINTER WHO CAN GIVE THE CATALOGUE OR
BOOKLET THE BEST APPEARANCE WILL SUCCEED

Goudy Italic

PATENT APPLIED FOR

36 Point — 6 A $3 30 11 a $3 00 $6 30

MODERNIZED SPECIMEN
Exceptional design was obtained with this distinctive Goudy Italic

30 Point — 7 A $2 55 14 a $2 55 $5 10

HANDSOME REPRODUCTIONS
National exposition promoted by master typographers embraces artistic examples

24 Point — 9 A $2 15 18 a $2 25 $4 40

PRINTING EQUIPMENT EXCHANGED
Cut-cost systems secured by a prominent concern producing high-grade catalogues and periodicals

18 Point — 14 A $2 10 28 a $2 15 $4 25

CONSTRUCTIVE DESIGN
Handsome brochure planned by big manufacturer for advertising several new labor-saving articles

14 Point — 19 A $1 95 36 a $1 80 $3 75

FURNITURE MANUFACTURED
The composing room equipped with steel furniture will accelerate composition and thereby greatly reduce cost of production

12 Point — 24 A $1 75 46 a $1 70 $3 45

REGARDING PERFECT COMPOSITION
Proportion, measure balance, tone harmony, and shape harmony are some fundamental principles to be adhered to when setting type $1234567890

10 Point — 26 A $1 65 52 a $1 60 $3 25

COMPREHENSIVE INSTRUCTIONS
Where specific orders are given by a buyer of printing regarding the manner in which his work is to be produced, these instructions should be carefully noted on a job ticket for the guidance of all those handling the work

8 Point — 29 A $1 40 58 a $1 45 $2 85

MORTISING SPECIAL TYPE CHARACTERS
Between certain capital letters that are assembled in words, especially in the large display line, there is an excess of white space which mars the appearance of a job; this space can easily be regulated by carefully mortising the characters in question on a sharp saw

6 Point — 33 A $1 25 65 a $1 25 $2 50

ABSOLUTE CLEANLINESS OF PRESSES ESSENTIAL
When attempting to match the engraver's progressive proofs on process color-work, extreme precautions must be taken to insure absolute cleanliness of press and rollers. Separate rollers should be used for yellow or red exclusively, as the rollers used for black or blue inks might be stained, especially on the ends near rolling surface. Extra wash-ups are needed for best results $1234567890

These Special Characters J T Y Qu a Furnished with Each Font

CHANGE IN HOURS!

Until further notice we will close our main store every Saturday at noon

LEONARD & WOOD FURNITURE CO.

Cloister Ornament

Brief, Logical Thoughts about the Daily Problems of Our Life

MEN who have something the world wants, and are willing to work hard to get results, are the ones who will always hold the winning hands. After grasping success, many a man has become lazy, letting things drift and drift, until the shutters had to be posted. Reaching the top is only half the battle; the hard work that got you there must be continued day by day to keep you there in equilibrium.

Cloister Ornament

COURTESY IS THE GULF STREAM IN BUSINESS THAT MELTS THE TREMENDOUS MOUNTAINS OF ICY INDIFFERENCE AND SENDS THE OLD SHIP OF TRADE SAFE INTO THE HARBOR OF SUCCESS

Cloister Ornament

GOUDY TITLE

PATENT APPLIED FOR

48 Point — 5 A $6 60

REFRESHING GRAND LINE

42 Point — 5 A $5 25

COMPREHEND HUNT SYSTEM

36 Point — 6 A $4 60

REMARK FINE SIZE

30 Point — 8 A $3 75

MENTIONS BEST MIND

24 Point — 9 A $3 05

STRONG TYPE NICE DESIGNS

18 Point — 13 A $2 50

ARTISTIC SAMPLES RECEIVE MENTION

14 Point — 17 A $2 20

CONSTRUCTIVE WORK SALESMEN CONVENING

12 Point — 19 A $2 05

SECURED EXCLUSIVE HAND COMPOSITION BOOKLET $1234567890

10 Point — 23 A $1 80

MANY OFFICE EFFICIENCY JOURNALS PUBLISHED TO RECOMMEND ECONOMIES

8 Point No. 2 — 26 A $1 55

EXQUISITE SPECIMENS OFFERED FOR ENORMOUS COMPETITIONS MANUFACTURER HAS PLANNED

8 Point No. 1 — 32 A $1 55

DECORATION MUST OCCUPY A MINOR ROLE IN TYPOGRAPHY FOR DIGNIFIED PROFESSIONS: AS LAW AND MEDICINE

6 Point No. 3 — 30 A $1 20

PROOFREADERS MUST RESOLUTELY ADHERE TO THE AUTHOR'S STYLE, ONLY VENTURING SUGGESTIONS WHERE CHANGE IS ESSENTIAL

6 Point No. 2 — 36 A $1 20

PRINTING REQUIRES THAT PRACTICAL APPLICATION OF A KNOWLEDGE OF GRAMMAR, COMPOSITION AND RHETORIC ACQUIRED AT SCHOOL, AND AN ASPIRING PRINTER MUST MASTER THESE SUBJECTS $1234567890

6 Point No. 1 — 44 A $1 20

THERE MUST BE SOMETHING ATTRACTIVE IN AN ADVERTISEMENT IF IT IS DESIRED TO ENTICE THE READER'S ATTENTION FROM THE INTERESTING STORIES IN THE POPULAR PERIODICALS. A LEGIBLE AND MEDIUM SIZED TYPE FACE IS ONE OF THE PRIME REQUISITES

ROAN INSTITUTE

SITUATED IN A PICTURESQUE AND HEALTHFUL REGION OF WEST VIRGINIA WITH THE MOST MODERN EQUIPMENT FOR THE PHYSICAL WELFARE AND MENTAL TRAINING OF BOYS

ANNUAL TUITION FEE
$650
INCLUDING BOARD TEXT-BOOKS ETC.

HERE you will find an institution efficient and up-to-date, and yet it cherishes old-fashioned ideals of developing the boy's character by means of wholesome exercise and study. The long autumn and spring will invite him to golf and tennis, football and baseball. Expert coaches point the way which encourages competition w comrades of his own weig

Perfect sanitation, fine food and a modern building, with a separate room for each boy, insure both his comfort and health. The boys at Roan are taught in small classes, with well supervised study, under trained men. Roan Institute specializes in the preparation

FOR COMPLETE INFORMATION ADDR
REGARDING TECHNICAL COURSE OFF

DR. GEORGE HORN

Cloister Initial

TYPE

AND ITS RELATION TO
PRINTING

A TREATISE
BY GEORGE NIXON

BALCOLM & SON
CHICAGO, ILLINOIS

Cloister Ornament

SEASON OF 1917 AT ROGNA ACADEMY
FIRST MONDAY IN EACH MONTH

JOHN MAURICE DURAN

SHAKESPEAREAN LECTURES
AND RECITALS

REPERTOIRE

MERCHANT OF VENICE	KING HENRY III	ANTONY AND CLEOPATRA
TAMING OF THE SHREW	MACBETH	LOVE'S LABOR LOST
ROMEO AND JULIET	TWELFTH NIGHT	MERRY WIVES OF WINDSOR

Extra Condensed Dorsey

72 Point — 3 A $4 85 4 a $2 95 $7 80

NUMBER CHASE
Benevolent Dames

60 Point — 4 A $4 75 5 a $3 05 $7 80

COPIES QUESTION
Handsome Creations

48 Point — 4 A $3 25 7 a $3 00 $6 25

ENDORSE PRESIDENT
Manufactured Envelopes

36 Point — 5 A $2 10 10 a $2 25 $4 35

DEMAND IMPROVED STITCHER
Remarkable Horticulturist Honored
Secured Modern Printing Specimens

For other members of the Dorsey Family see pages 430-441 of the American Specimen Book of Type Styles (1912)

Extra Condensed Dorsey

30 Point — 7 A $2 05 12 a $1 95 $4 00

BEAUTIFUL DECORATIVE MATERIAL
French Costumer Delighted Society Maiden
Lithographer Praises Typographic Designs

24 Point — 9 A $1 70 16 a $1 80 $3 50

NUMBERING FOR IDENTIFICATION PURPOSE
Society Maid Recognizes Champion Billiard Player
Victorious Olympic Athletes Returning Homeward

18 Point — 13 A $1 55 25 a $1 70 $3 25

UNEXCEPTIONABLE MECHANICAL PRINCIPLE REQUIRED
Handsome Female Compositor Witnessed Exciting Rugby Game
Examination Books Returned to Professor of Veterinary Research

14 Point — 18 A $1 45 36 a $1 55 $3 00

USEFUL CONDENSED TYPE FOR CATALOGUE AND MAGAZINE PRINTING
Reliable Information Concerning the Beautiful Southern Bungalows and Scenery
Many Telephone Operators Preparing for Their Annual Vacation at New Hampton
American Printing Materials Made to Solve Composing and Pressroom Problems

12 Point — 23 A $1 35 44 a $1 40 $2 75

ENGLISH BRONZE MASTERPIECES EXHIBITED
Safety Lock Boxes Installed in Provident Institution
Profitable Advertising Compels Superior Type Faces
Oceanic Club Boat Race Witnessed by Large Throng
Annual Report Shows $1234567890 Undivided Profit

8 Point — 30 A $1 05 60 a $1 20 $2 25

BEAUTIFUL AND SERVICEABLE CONDENSED LETTER
Cultivate Punctuality Relative to All Business Transactions
Several Thousand Craftsmen Attended Industrial Exhibition
Extemporaneous Remarks Pleased Enthusiastic Assemblage
Pretty Society Maiden Engaged Several Japanese Designers
Oriental Tapestry Voted Highest Award at University Bazaar
Labor Saving Machinery for Excavating Purposes Patented

10 Point — 26 A $1 25 49 a $1 25 $2 50

SUPERLATIVE MANUSCRIPT HASTENS COMPOSITION
Beautiful Souvenir Presented to Lucky Female Competitor
General Rejoicing at the Seventeenth Anniversary Gathering
Decorative Material Displayed Properly in Latest Bulletin

6 Point — 33 A $0 95 65 a $1 05 $2 00

PROMINENT MERCHANTS CONTEMPLATE SATURDAY CLOSING
Social and Industrial Features are Exemplified in Printers' Organization
Considerable Time Given to Manufacturing and Selling Books of Travel
Thousands Celebrating the Return of Victorious and Courageous Athletes
New Department Maintained Exclusively for Specimens of Typography
Enormous Amount Expended $1234567890 New Efficiency Department

For other members of the Dorsey Family see pages 430-441 of the American Specimen Book of Type Styles (1912)

Cheltenham Medium Expanded

PATENT APPLIED FOR

48 Point — 3 A $4 10 6 a $4 00 $8 10

HISTORIC BOND
Establish Kingdom

42 Point — 4 A $3 40 7 a $3 30 $6 70

KINDRED NUMBER
Superior Construction

36 Point — 5 A $3 00 8 a $2 75 $5 75

EMINENCE REQUIRED
Requested Modern Styles

30 Point — 6 A $2 40 10 a $2 40 $4 80

SUPERINTEND
Modern Printery

24 Point — 7 A $1 90 14 a $2 15 $4 05

DESIGN MERITED
Perfection Obtained

18 Point — 11 A $1 80 21 a $1 95 $3 75

BEAUTIFUL MACHINE
Superlative Type Designs

14 Point — 15 A $1 55 30 a $1 80 $3 35

EXQUISITE NEW SHOWING
Cheltenham Medium Expanded
is the Latest American Creation

12 Point — 17 A $1 55 32 a $1 60 $3 15

BEAUTIFUL TYPE DESIGN
Pleasing and effective results
procured with the use of this
modern $1234567890 letter

10 Point — 18 A $1 40 36 a $1 50 $2 90

NEW AMERICAN CREATION
Invariably the printer is achieving
success when he selects popular
American letters in weight fonts

8 Point — 20 A $1 20 41 a $1 30 $2 50

ENCOURAGE EFFICIENT PRINTERS
Fashions, or rather changes in fashions,
put many extra dollars into the treasury
of printers, publishers and manufacturers

6 Point — 22 A $1 10 44 a $1 20 $2 30

CREATED SERVICEABLE EXPANDED TYPE
Standing jobs from which type has been picked are
often pied, which is a waste of valuable time that
could be eliminated by the purchase of type styles
in the popular $1234567890 weight font scheme

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

Cheltenham Medium Expanded in Display

The Southern Pennsylvania Trap Shooter

Giving th
Complete Recor
Scores for 19

THE OUTDOOR P
364 Sportsman Street, Philad

Trap Shooter

GALVESTON INDUSTRIAL EXPOSITION

FEBRUARY THIRD
TO MARCH SIXTH

EXHIBITS RECEIVED FROM EVERY PART OF TEXAS, AS WELL AS FROM ARIZONA

For _____

_____

FREEMAN & SMITH
864 SOUTH MAIN STREET
SPRINGFIELD

PRINTERS
ENGRAVERS

Floral Decorator

STEINMAN

That oft-expressed desire to possess a Steinman Grand may now be easily realized. Here is a small Grand Piano, having all the qualities of every Steinman Piano, at a price no higher than you pay for an instrument of inferior tone, finish and workmanship.

Will you see and hear this new small Grand?

We shall be glad to have you test its qualities.

Versatile Ornament

This style is designed to meet the popular demand for a Grand Piano that is suited to the limited space of modern homes and apartments. Price $750.

Our new beautifully illustrated catalogue, in colors, will be sent to any one on request for same

STEINMAN & SONS
304 West 23d Street, New York City

Cheltenham Medium Condensed

PATENT APPLIED FOR

48 Point — 4 A $3 50 7 a $3 30 $6 80

FINEST MANUSCRIPT
Considering Requirement

42 Point — 5 A $3 05 8 a $2 65 $5 70

FURNISH MERCHANDISE
Noted Superlative Investment

36 Point — 5 A $2 20 10 a $2 55 $4 75

BOUGHT KINDRED MACHINE
Extraordinary Contralto Returning

30 Point — 6 A $2 10 12 a $2 25 $4 35

ORDERING IMPROVISED SCHEDULE
Latest Equipments Increase Printing Profits

24 Point — 9 A $1 90 16 a $2 00 $3 90

SUPERFINE PRODUCTION COMPLIMENTED
Manufacturing Concern Recognized Improvements

18 Point — 14 A $1 80 24 a $1 80 $3 60

REQUESTED MODERN IDEAS
Improved Typographical Showing

14 Point — 17 A $1 65 34 a $1 65 $3 30

EXTRAORDINARY TYPE CREATION
Superfine showing receives commendation

12 Point — 22 A $1 50 43 a $1 55 $3 05

TYPE EXPENDITURES SAVE LABOR COSTS
Plenty of type $1234567890 saves time and labor

10 Point — 24 A $1 35 48 a $1 45 $2 80

ADDITION TO CHELTENHAM FAMILY
New dress of type is a better sign of prosperity than a new dress of cloths. It brings business

8 Point — 29 A $1 20 55 a $1 25 $2 45

BUY MODERN TYPE FACES IN WEIGHT FONTS
Most printers have enough old type and old metal lying around their offices to pay for several new stylish faces

6 Point — 32 A $1 10 63 a $1 15 $2 25

TO NEGLECT OUR TYPE FASHIONS IS TO LOSE BUSINESS
Style fixes your status as a printer. Whether style is good or bad depends upon your type. Thousands of printers are making no progress because their type $1234567890 fashions are out of date

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

Cheltenham Medium Condensed in Display

The Best Companion for California

Your companion in San Francisco should know the city and its environs thoroughly, the transportation systems, the points of interest, the places of amusement, the best hotels and cafes. The PANAMA GUIDE will give you all this information and more. Per Copy, One Dollar

PANAMA GUIDE COMPANY
OFFICES, 249 SOUTHERN STREET, SAN FRANCISCO, CAL.

COMPLETE GUIDE TO ALL RAIL AND WATER ROUTES TO THE EXPOSITION CITY AND OTHER IMPORTANT CITIES AND TOWNS IN THE GOLDEN STATE

Vacation Ornament

PARTICULAR MEN SURELY WILL BE INTERESTED IN THE SNAPPY SHAPES AND COLORS WE DISPLAY

WILSON'S HATS

SPRING STYLES
ARE NOW ON DISPLAY
AT ALL WILSON STORES

STORES IN ALL LEADING CITIES THROUGHOUT THE UNITED STATES AND THE DOMINION OF CANADA

Floral Decorator

The SUPERIOR FLAVORS of all the soda fountain drinks sold by the KOLD stores are the finest in town

They are obtained by making syrups fresh every day—plus the very best ingredients

21 FULTON STREET, 614 BROADWAY
347 E. 42d STREET, 418 5th AVENUE

Rugged Roman

PATENTED NOV. 9, 1915

72 Point — 3 A $6 85 4 a $5 10 $11 95

MODERNIZE
History Notes

60 Point — 3 A $5 60 4 a $3 90 $9 50

NEWEST DEAR
Grading Rectors

48 Point — 4 A $3 90 6 a $3 60 $7 50

GREAT INVENTOR
Respecting Methods

42 Point — 4 A $3 10 7 a $3 25 $6 35

REMEDIES CHANGED
Stimulates Workingmen
Method Quickly Known

Rugged Roman

PATENTED NOV 9, 1915

36 Point — 4 A $2 40 8 a $2 75 $5 15

BRIGHTEST COLORINGS
Encourage Hundred Artists
Beautiful Harmony Assured

30 Point — 5 A $1 95 10 a $2 30 $4 25

SPLENDID PROGRAM OFFERED
Enthusiastic Audiences Welcomed
Hundreds Applauded and Cheered

24 Point — 6 A $1 65 12 a $1 90 $3 55

RESERVED INFLUENTIAL PHYSICIAN
Showing Greatest Typographical Beauty
Improvised Machines Promote Efficiency

18 Point — 9 A $1 45 18 a $1 80 $3 25

CHARMING SELECTIONS
Renders superlative beauty
throughout fine celebration

14 Point — 14 A $1 35 28 a $1 65 $3 00

RETURNING PHYSICIAN DINED
Miner manifests brighter prospect
for explorer journeying northward

12 Point — 15 A $1 20 31 a $1 55 $2 75

PRINTERS DEMAND IMPROVEMENTS
Extemporaneous speakers complimented
during spring $1234567890 examination

10 Point — 19 A $1 20 36 a $1 30 $2 50

DEMAND LEGIBLE MANUSCRIPT
Appropriate necessities for efficiency
are enriching publishers and printers
throughout the advertising world by
saving of time and increasing output

8 Point — 22 A $1 10 40 a $1 15 $2 25

BEAUTIFUL DESIGN PLEASES CUSTOMER
Energetic printers prepared for the harvests
that are bound to come with the introduction
of efficiency outfits, as every printer is sure to
have greatly increased his productive service

6 Point — 24 A $0 95 46 a $1 05 $2 00

PURCHASE QUANTITIES AND INSURE QUALITIES
The printing industry is the great barometer of trade
and the typefounding industry is the great barometer
of the printing industry, and back of these indications
lies the solid fact of a $1234567890 big world market

These Special Characters ct ra rs st th ty Furnished with Each Font

SHEET MUSIC

HOW many songs of war and peace are going to be heard in all parts of the globe after the great conflict ends? We don't know, and we don't care, but if you're looking for the good old home and mother stuff you will find all the good old tunes here. The late song hits and melodies always on sale as early as city stores get them and every file complete

TREMAINE & CO.

No. 415 PARK AVENUE

Old Hickory

THE IDEAL PORCH FURNITURE

No other furniture in its design is in such perfect harmony with what the porch should be as is our fine line of Old Hickory Porch Furniture. Built of the strongest of native woods, its pieces, simple yet thoroughly comfortable, carry you back by their subtle suggestions to the brave, plain, rustic life where settlers lived in sympathy with nature

ROCKER $5.75 SETTEE $9.50
ARMCHAIR $4.50

Murray Bros.

KING AND FULTON STREETS

Linear Border

Lecture

THE NEW CHANDLER LECTURE COURSE WILL INCLUDE ALL OF DOCTOR MADY'S TALKS ON EUROPEAN HISTORY. THE TICKETS MAY BE SECURED AT GOLDEN'S RED LINE PHARMACY

Thracian Society

THE dates of the six lectures comprising this new course are the first Thursday nights of each month. A complete course in European history is offered by the Thracian Society at very small cost to ticket holders. This course is an important one as Doctor Mady has the reputation of being the highest authority on this subject in the United States to-day

Lithotone Brass Rule Versatile Initial

Rugged Roman in Display

"Cheerful, Luxurious and Comfortable"

THE HOTEL DE LUXE THAT COURTESY BUILT

THE COURTEOUS, INTERESTED SERVICE GIVEN GUESTS AT THE FIRST HOTEL KINNER MADE THE NEW ONE POSSIBLE. ONE OF THE PRINCIPAL POLICIES OF THIS HOTEL IS: THE GUEST IS ALWAYS RIGHT. ITS SPIRIT IS SHOWN IN THE UNFAILING COURTESY, THOUGHTFULNESS AND HELPFULNESS FROM EVERY EMPLOYEE

HOTEL KINNER—ARLINGTON SQUARE

Ovolo Border

The Grand Prize was conferred upon this Company's New Form Guide Books at the Panama-Pacific International Exposition at San Francisco, California

THIS DECISION OF THE SUPERIOR JURY OF AWARD REFLECTS THE OPINION OF TRAVELERS THE WORLD OVER. THE AWARD IS IN ACCORD WITH EVERY TOURIST'S EXPERIENCE. THE POINTS OF MERIT MADE THE BOOKS FAMOUS AND THIS AWARD RECOMMENDS THEM AS RELIABLE

Facts that stand i
travelers plenty of
The largest house
W. & G. official ra

FAIR
OF U

Bookman Ornament

Three Point Border

The HURD PIANO is the equal of any piano made and yet it can be purchased by small monthly installments

HURD POPULARITY

is emphasized by the simple fact that generation after generation of the same family purchase HURD PIANOS

Venetian Series

PATENTED DEC. 8. 1914

36 Point — 5 A $2 70 8 a $2 30 $5 00

REMARKABLE NOTIONS
Enthusiastic Students Remain
Modern Advertisers Procured

30 Point — 6 A $2 10 11 a $2 15 $4 25

ENTERPRISING COUNCILMEN
Interesting Combination Equipments
Stylish Creations Lately Recognized

24 Point — 7 A $1 75 12 a $1 75 $3 50

REPRODUCED GERMAN SPECIMENS
Mechanical Department Becoming Profitable
Chromatic Selections Rendered Every Night

18 Point — 10 A $1 60 20 a $1 65 $3 25

COMPOSITORS REJOICE
Handsome new type showing
proves profitable to merchants

10 Point — 22 A $1 20 44 a $1 30 $2 50

TYPES AND ORNAMENTATIONS
Of course no one set of rules, as matters now are and as they probably will remain, can be accepted as the right one, as all items of design are subject to variation

14 Point — 14 A $1 45 28 a $1 55 $3 00

HARMONIOUS PAGE DESIGNS
Printer observed the most important
feature in the construction of borders

8 Point — 23 A $1 10 45 a $1 15 $2 25

MASTER PRINTERS PREFER VENETIAN
The many new and original type faces which are constantly being manufactured by this Company will prove of great value to printers who desire to impart individuality and style to their products

12 Point — 16 A $1 35 32 a $1 40 $2 75

STANDARDIZED PRINTING PLANTS
These pages will furnish numerous valuable
suggestions for simple display of typography
in superlative $1234567890 advertisements

6 Point — 25 A $0 95 49 a $1 05 $2 00

COMPETENT COMPOSITORS ADMIRE PRINTING
The lack of confidence is the principal cause of shopping around for prices on printing, and the shopping around will stop in your place of business if you can then and there convince the buyer that you have the right goods at the right prices. Get it out of your head that the buyer is trying to beat down your price $1234567890 and strive for quality

The nine point and eleven point of the Venetian Series, shown on page 53, are sold in Weight Fonts only

KING SPORT SHIRT

WITH ADJUSTABLE COLLAR

Suitable for Automobiling, Camping, Aviation, Golfing, Tennis and all Outdoor Sports

THE INGRAM SHIRT STORES
ALL LEADING CITIES

Golf Illustrator

A NEWLY ESTABLISHED PAPER HOUSE

THE MAINE PAPER COMPANY

MADE IN USA

BANGOR BOOK AND INDIANROCK COVERS

FACTORY:
NORTH FARMINGTON
MAINE

Trade Cut

CATALOGUE NUMBER SEVEN

The Eugene Hayden Library of Musical Classics

FOR SALE BY ALL MUSIC DEALERS

An American edition of the great masterpieces of music, carefully edited and fingered
Free from misprints; engraved, printed and bound in the best manner

HAYDEN PRESS: NEW YORK

Versatile Ornament

SOME INTERESTING COMMENTS INTENDED FOR ADVERTISERS DESIRING THE MAXIMUM IMPRESSION IN THE MINIMUM SPACE

HE most important essential for successful advertising copy is concentration. This doesn't mean expressing your ideas in the fewest number of words, a conclusion to which a cub reporter invariably leaps. It means getting your ideas into the head of your reader to stay there, and wasting no words in the process. The question hardly concerns the number of words. Rather it has to do with the considerations of thought, the boiling down to essentials, the maximum impression in the minimum space. It is the old question of quality. Brevity is of no value unless one has gained force. One doesn't gain force through brevity alone, as it usually happens. If you will read the really good writing of the best copy men, you will find that it runs long rather than short. The principal thing skillful lawyer masses his he most carefully planned inning of his case, besides ays bolster his statements incisive arguments for the evidence and the opinions uments must be arranged ing so that these thoughts ious opinions. Then some essage should be designed ent is much like a shotgun ondingly weak impression rifle bullet which puts real finite resistance and takes The effect never comes by nting. It generally results ying advertising from the is hopelessly involved and gh-class writer sedulously d reader on the defensive overcome the antagonism rest is a thing created and active and forceful diction hose elements cause rapid se action. If it does this it man becomes a good copy ifficulty of his task. Many ful general must properly Every person doesn't find spection of what we write l doubt about it, thorough the opening paragraph of

Set in ten point Venetian, opened with two point leads
Versatile Initial

WHY PRINTERS SHOULD GIVE THOROUGH STUDY TO THE ADVERTISING PROFESSION

THE GROWTH OF PRINTING in the last two decades has been due almost entirely to the recognition by the business world of the economy of printed advertising. Not until recently were many manufacturers and other business men convinced that they could market their products more cheaply and effectively through printed advertising than by personal salesmanship. To convince them of this fact required a considerable amount of effort. It was no easy task to prove to the average manufacturer that he would benefit materially by extolling through magazines and newspapers, as well as by catalogues and booklets, the merits of whatever he had to sell. Only by the unremitting labor of advertising agencies and newspaper and magazine solicitors for advertising was it possible to bring about the enormous annual expenditure now made for advertising purposes. Since printers have taken but small part in this educational campaign, so aggressively waged by the advertising agencies and newspapers and magazines, they have received only indirect benefit in the form of a larger volume of business, but usually at reduced prices. Because, as they truthfully say, they created much of this printing, the advertising agencies rightfully claim the larger share of the profits, not hesitating to insist that the printer, the engraver and the binder quote them prices much more favorable than those given to other customers. The amount of printing, such as booklets, catalogues and folders, handled by advertising agencies is constantly increasing. More and more the advertising agency is stepping between

Set in eight point Venetian, opened with two point leads

MANY ASPECTS OF ADVERTISING WHICH REQUIRE THE MOST INDUSTRIOUS STUDY IN ORDER TO SECURE MAXIMUM RESULTS

THE OBJECT OF ADVERTISING is entirely legitimate if a person has a commodity to sell to another person. They are foolish who pretend to dislike this method of publicity. Even physicians, whose odd code of ethics forbids formally inviting custom, *welcome* newspaper notoriety when it redounds to their credit. Never in the history of the world has the importance of getting buyer and seller together been more appreciated than at the present time. Never before have such immense sums been spent in systematically parading all kinds of subtle temptations to elicit purchases. Advertising has become a *legitimate* business, and capable writers and designers of attractive advertisements receive the salaries of governors or mayors, and if called upon as consulting experts, receive fe specialists, or retainers which corporation lawyer with envy. magazines devoted exclusivel and art have been enlisted for attracting the *attention* of the in the aggregate to large sum offered to kindle the ambition the result has been that there amount of ability enlisted in d graceful and effective forms o the benefit of every kind of bu this profession on the whole i its "stone age." Advertisers s ting the traveler to *buy* the ar thrust as it were into his face, vow never to use them. Enor corners or along vacant city lo

Set in eleven point Venetian, opened with one point leads

Venetian
AND
Venetian Italic

Showing two additional sizes of Venetian and Venetian Italic not put up in job fonts. They are sold in weight fonts of twenty pounds and over at body type prices

For High-Grade Magazine and Booklet Printing

The height of attention-value is secured with Venetian type faces

THE HUNTERDEN LODGE WELCOMES FOLLOWERS OF OUTDOOR PASTIMES

NO SEASON delights the sportsman or the lover of the open fields so much as those wonderful days of late September and early October. In fact, it is becoming the custom of many active workers to defer their vacations so that the greatest benefits may be gained from a recreation period, the hours of which are somewhat limited. After the custom of the past three years, the Hunterden Lodge on *September first* will open its Autumn season, and the patronage of all those who appreciate the value and beauty of Fall days in the hills is respectfully solicited. Although this famous camp is near the edge of a virtually unbroken wilderness, tennis, baseball, trap shooting and other sports may be enjoyed. The Hunterden golf links are unsurpassed north of the forty-eighth parallel. The camp accommodates over three hundred, and *every convenience* has been installed. Everything is arranged with a view to satisfying our guests. Our rates by the day, week, month or season, singly or *en famille,* are reasonable, and are consistent with the service

Set in nine point Venetian, opened with one point leads

Trap Shooter

Full type cases mean more profits and superior results

AMERICAN TYPE FOUNDERS COMPANY

Originator of Popular Type Styles

36 Point — 5 A $2 65 8 a $2 35 $5 00

MODERNIZED REPORTER
Naming Determined Speakers
Complimentary Reproductions

30 Point — 6 A $2 20 10 a $2 05 $4 25

SUPERIOR PRINTING MACHINE
Desirable Qualities Greatly Admired
Extemporaneous Remarks Delighting

24 Point — 7 A $1 80 12 a $1 70 $3 50

REMARKABLE INVENTION DESIGNED
Harmonious Combinations Quickly Procured
Introducing Some Extraordinary Decorations

18 Point — 11 A $1 65 20 a $1 60 $3 25

AMERICAN TYPE STYLES
Bright and legible typographic creations received warm praise

14 Point — 15 A $1 45 30 a $1 55 $3 00

DIGNIFIED ITALIC MENTIONED
New type faces mean satisfied patrons and big profits for up-to-date printers

12 Point — 17 A $1 35 33 a $1 40 $2 75

SUPERIOR PRINTING BRINGS PROFIT
By securing American line type the printer is laying the foundation for a modern shop, thus insuring against $1234567890 inferior work

10 Point — 22 A $1 25 42 a $1 25 $2 50

PROCURE MODERN TYPE STYLES
Successful printers purchase new designs to attract more profit-producing business, and should be careful to charge the type to their customers in every bill they render

8 Point — 23 A $1 05 47 a $1 20 $2 25

EFFICIENCY DECREASES PRINTING COST
Inefficiency will intrude itself even under the most successful management, and in the great majority of plants it is possible to save floor space, increase output, reduce the expenses and increase the profits

6 Point — 25 A $0 95 50 a $1 05 $2 00

THE ART OF PRINTING TAUGHT TO STUDENTS
Printing is the vehicle of business, of national activities, and of individual affairs; it brings the students into closer touch with the world of commerce; it gives familiarity with social, business and legal forms; it is especially valuable as an aid in the teaching of English grammar and rhetoric; it develops the ethical taste and $1234567890 constructive imagination

The nine point and eleven point of the Venetian Italic Series are also made, but are sold in Weight Fonts only

The Camp for Your Boys

The Ideal Spot for Boys to Spend the Hot Summer Months

IT is possible that this may be your answer to the perplexing and seasonable problem of how to obtain the greatest benefit for a child during the vacation period. A suitable choice of camp is essential, and thought and care should be exercised in selecting the site. Too frequently a misspent vacation will undo the earlier good work of the school. Some of the considerations offered by good camps are listed in panel at right. Arrangements should be made well in advance. Send for lists and details. If you cannot decide, write us fully and we will gladly help you. There will be no expense to you

WE OFFER:
Excellent Care of Health
Supervision of Diet
Land and Water Sports
Outdoor Sleeping
Tutoring—if desired

CAMP BUREAU OF OBIL'S MAGAZINE

Conducted Exclusively for Our Subscribers

Versatile Initial

THE
GIRLS' STUDY CLUB
OF ELTON

E

The time of life is short;
to spend that shortness basely,
'twere too long.
SHAKESPEARE

FIRST ANNUAL DINNER
MAY SEVENTH

Floral Decorator

NATURE LOVES VARIETY IN ALL THINGS

Merlington County Horticultural Society

EXHIBIT OF
SWEET PEAS ORCHIDS
AND
HOUSE SHRUBS

Harrisburg High School
May Fourteenth

Ovolo Border

Light Oldstyle

48 Point — 4 A $4 05 6 a $3 45 $7 50

PRODUCE DESIGN
Educated Composer

36 Point — 4 A $2 35 9 a $2 65 $5 00

METHODICAL STUDENT
Reprimand Absent Sailors

30 Point — 5 A $2 00 10 a $2 25 $4 25

BEAUTEOUS NEW SPECIMEN
Meritorious Light Creation Noted

24 Point — 6 A $1 70 12 a $1 80 $3 50

INTEREST PROMINENT PUBLISHER
Extraordinary Fashionable Typography

18 Point — 10 A $1 65 19 a $1 65 $3 30

LIGHT OLDSTYLE FACE
Purchase weight fonts and
promote rapid typography

14 Point — 14 A $1 40 28 a $1 60 $3 00

SECURED HONEST DESIGNER
Many industrious printers show
causes for use of distinctive type

12 Point — 16 A $1 35 31 a $1 40 $2 75

PRINTING ORGANIZATION DINED
Stylish type for a beautiful light effect
Machinery $1234567890 Purchased

10 Point — 17 A $1 15 35 a $1 35 $2 50

SUPERLATIVE TYPE DESIGNS
The greatest factor in building a
printing business is the type. It
is the great power that animates
or retards the growth of the shop

8 Point — 21 A $1 05 42 a $1 20 $2 25

PLEASING TYPOGRAPHY RENDERED
Every artistic compositor will look ahead
to the new style of typographical display
with much interest, and this face will be
found very attractive and most pleasing

6 Point — 23 A $0 95 45 a $1 05 $2 00

EXTRAORDINARY STATEMENT SUBMITTED
Equip your plant with this dainty type face and be
fully prepared for an ever increasing demand for
profitable work that this excellent series impels
Fiscal report was $1234567890 very accurate

THE
STRICKER
NATIONAL
BANK

COSTELE
GEORGIA

CAPITAL STOCK
$50,000

The physical condition of this Bank is shown by its financial statement

Floral Decorator

GOOD PRINTING

THE REFINEMENT OF GOOD PRINTING IS APPARENT IN THE PRODUCT OF THE WORLD PRINTING COMPANY

THE ARTISTIC TOUCH IS DOMINANT IN THE HARMONY OF EFFECT PRODUCED

EACH ORDER, WHETHER AN ENGRAVED ANNOUNCEMENT OR A BULKY CATALOGUE, RECEIVES THE SAME INTELLIGENT ATTENTION FROM OUR EXPERTS

OUR MANY PORTFOLIOS OF SAMPLES WILL HELP YOU MAKE RIGHT SELECTION

WORLD PRINTING COMPANY
24 NORTH HOWARD STREET

Bracelet Season

Cut Glass
Rare China

This summer will be a popular Bracelet Season due to short sleeves and long gloves now so fashionable. At this store you will find every style of Bracelet

We have many very pretty Bracelets of solid gold as low as $8.00. Jeweled styles up to $100.00

MARTIN'S JEWELRY HOUSE
THREE HUNDRED MARYLAND AVENUE, NORTHEAST

Hall Clocks
Art Goods

Lithotone Ornaments

Caslon Oldstyle No. 471

CAST ON ORIGINAL LINE

72 Point — 3 A $7 80 3 a $4 70 $12 50

PRINTERS
Build House

60 Point — 3 A $5 45 4 a $3 80 $9 25

INSPECTING
Recent Benefits

48 Point — 4 A $3 50 6 a $3 00 $6 50

UNIFORM KINDS
Harmony with Caslon

42 Point — 4 A $2 80 6 a $2 45 $5 25

CHARMING ROMAN
Produces Brilliant Effect

36 Point — 5 A $2 45 7 a $2 05 $4 50

REQUIRING PERFECTION
Fastidious Purchasers Gratified

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

Caslon Oldstyle No. 471

CAST ON ORIGINAL LINE

30 Point — 6 A $2 10 10 a $1 90 $4 00 4 A $0 80

PREDETERMINED INFLUENCE

Give the preference to Caslon Oldstyle for several particular orders of printing

24 Point — 7 A $1 80 14 a $1 70 $3 50 5A $0 65

RECOGNIZED PROMINENT POINT

Important feature of this magnificent series is its application to nearly all kinds of typography

22 Point — 8 A $1 60 16 a $1 65 $3 25 6 A $0 65

FOREMEN FURNISHING INSTRUCTION

Many perfectly practical and trustworthy composing room officials are educating their young apprentices

18 Point — 10 A $1 50 25 a $1 75 $3 25 7 A $0 45

REPRINT CHOICE DESIGN

Inventive ideas often reproduced owing to excellence of type faces

14 Point — 14 A $1 25 40 a $1 75 $3 00 9 A $0 45

SECURED CLEAN IMPRESSIONS

The sharp elements of this letter insure a clean and legible finished job of printing for an unlimited number of impressions

12 Point — 15 A $1 15 45 a $1 60 $2 75 10 A $0 45

FOR BROCHURE AND PAMPHLET

Caslon Oldstyle used for the highest grade of commercial work will impart that decided air of elegance which is in demand $1234567890

11 Point — 18 A $1 20 52 a $1 55 $2 75 12 A $0 40

MANUSCRIPTS WITH INITIAL LETTERS

The ornamental letters have been used for hundreds of years for the double purpose of directing attention to where the text matter begins and for illuminating

10 Point — 18 A $1 10 55 a $1 40 $2 50 12 A $0 40

PERFECT ALIGNMENT NECESSARY

The top of the initial must line up exactly with the first line of type, provided the initial is of an ordinary rectangular form; if possible, bottom of initial should line up with last type line alongside

9 Point — 20 A $1 00 60 a $1 50 $2 50 14 A $0 40

EQUAL MARGIN SIDE AND BOTTOM

Not only should the space alongside and under an initial be uniform, but thought is also to be given to the size of the type used and to the depth of the page, these considerations determining to a certain extent the amount of space between initial and text

8 Point — 20 A $1 00 60 a $1 25 $2 25 14 A $0 35

INITIALS AND TEXT TO BE HARMONIOUS

The harmony and tone between the initial and body matter should be maintained, so that a fairly uniform color may be given to the page; and while slight variations may at times be permitted, the ambitious printer will strive to the utmost for this uniformity so that initial will not be too prominent

6 Point — 22 A $0 80 65 a $1 20 $2 00 15 A $0 35

APPROPRIATENESS IS IN EVERY CASE ESSENTIAL

While in most other respects there may occasionally be a slight deviation from general usages, in the matter of appropriateness of the initial to the subject treated there should always be shown good judgment in selection. A Missal Initial for instance ought not be combined with the modern roman body type $1234567890

For other members of the Caslon Family see pages 116-123 and 314-352 of the American Specimen Book of Type Styles (1912)

Caslon Oldstyle No. 471 and *Italic* in Display

HAMLET.

PUBLIKELY ACTED BY

Ye Olden *Players*

Written *by*

WILLIAM SHAKESPEARE

Performed *at* HER MAJESTY'*s* THEATER
Hampſhire Court, Weſt

Mondaye, FEBRUARY 8, 1746.

Old English Borders

The Salvation of God in 1768.

IN PART SET FORTH IN A

Chriſtmas

SERMON.

Rev.
Charles HORTENS

1768.

DELIVER'D TO THE

Maſſachuſetts Colony

IN THE

CENTRAL CHURCH at *Boſton*

Wherein
The moſt remarkable *Salvations* of the Year paſt are briefly conſidered.

BOSTON:
Printed for G. STRONG in Salem. 1768.

14 *A* HISTORY of the Year 1746.

2. With reſpect to *Italy*—the *French* and *Spaniſh* Army having alſo taken from the King of *Sardinia* the ſtrong City and Fortreſs of *Nice*, the very Gate or Paſſage between *France* and *Italy;* the Reſt of the Barrier being the *Alpine* Range of Mountains, exceeding high, rocky, ſteep and unpaſſable by Armies, Baggage and Artillery; they join'd the troops of *Genoa* and *Naples*: And then those *four* Powers obliged the King of *Sardinia* and Queen of *Hungary's* Forces to retreat before them, took their Cities,

LIST OF CHARGES

YE

Palate *Inn*

Here
Ye may tarry awhile
and be Served by
buxom *maidens*

Situated where the OLD NORTH LANE interſects HANSON PLACE.

Ye TROUPE *of*

ANCIENT Artiſts

GIVE A PERFORMANCE
EACH *FORENOON* AT ELEVEN

Cloister Borders

Caslon Oldstyle No. 471 and *Italic* in Display

Shakespearean Lecture Recitals

By MARTIN KILIAN CURLANDER *of London*

THE TAMING OF THE SHREW—*April 7th*
KING LEAR—*May 8th*
ANTONY & CLEOPATRA—*June 9th*

THE MERCHANT OF VENICE—*April 15th*
MACBETH—*May 16th*
LOVE'S LABOR LOST—*June 17th*

Brookline Literary Club, *42 Harvard Street*

AFTERNOONS AT THREE O'CLOCK *COURSE TICKET, FIVE DOLLARS*

Wayside Ornament

FOUNTAIN OF YOUTH ETERNAL

As it was Written down by SIR JOSEPH EARL MEREDITH *in the 17th Century*

THAT WHICH FOLLOWS BEING A TRUE AND VIVID ACCOUNT OF THE UNTOLD HARDSHIPS AND DISAPPOINTMENTS ENDURED BY

Ponce de Leon

AND HIS COMPANY OF VALIANT MEN IN THEIR JOURNEY FROM THE OLD WORLD TO THE NEWLY FOUND AMERICA IN SEARCH OF THAT MAGICAL FOUNTAIN THE WATERS OF WHICH WOULD GIVE EVERLASTING YOUTHFULNESS

CHICAGO AND NEW YORK
PERKINS & MEEKS
ALL RIGHTS RESERVED

Chap-Book Cut

NOTICE

A JOINT MEETING

FOR

Fire Protection

Ye folks of Wakefield & in the vicinity of Seven Hills are reminded of the JOINT MEETING to be held in the School Building, at Chapelgate Lane near Mantuckett Road, 8 o'clock Wednesday Night.

Which MEETING is being called by Charles Romear Purcell, *President* of the Suburban Improvement League & George Thornton, *General Manager* of the Northern Realty & Development Company.

The worthwhile object & purpose of which MEETING being to pass a resolution & make plans whereby the next General Assembly of Legislators for the State of Massachusetts will be made to understand the urgent need of a Fire Engine House & Pump Station in the community above mentioned.

Cheltenham Border

Caslon Oldstyle Italic No. 471

CAST ON ORIGINAL LINE

48 Point — 3 A $3 30 5 a $2 20 $5 50

FINE SPECIMENS

Beautiful Results Secured

Distinguished Appearance

42 Point — 4 A $2 85 6 a $2 15 $5 00

PRINTING DESIGNS

Marvelous Effects Obtained

Extraordinary Adaptability

36 Point — 4 A $2 70 6 a $1 80 $4 50

HIGH PRODUCTIONS

Simplicity with the Caslon Italic

Discriminating Buyers Satisfied

30 Point — 5 A $2 00 10 a $2 00 $4 00

REQUIRES DIGNIFIED WORK

Exceptional characteristics possessed by this type face make it possible to produce pleasing and harmonious examples of printed matter

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

Caslon Oldstyle Italic No. 471

CAST ON ORIGINAL LINE

24 Point — 6 A $1 70 14 a $1 80 $3 50

EXQUISITE COMPOSITION POSSIBLE

The Caslon Oldstyle Italic Series permits of artistic typography and adds to every piece of job printing or advertising literature a decorative and masterly touch

22 Point — 7 A $1 60 16 a $1 65 $3 25

OBSERVE INTERESTING TENDENCIES

Progressive printers everywhere recognize there is economy in equipping their composing rooms with new and modern materials, including labor-saving steel and iron furniture

18 Point — 9 A $1 45 25 a $1 80 $3 25

LEGIBILITY ASSURED

For all forms of publicity which of necessity require readable and attention-commanding typefaces the Caslon Oldstyle Italic is ideal

12 Point — 14 A $1 15 42 a $1 60 $2 75

PRINTERS SLOW TO ADVERTISE

Strange though it may seem it is a well known fact that an overwhelming majority of this country's printers are extremely backward in informing the general public through the medium of advertising what the advantages of printed salesmanship are $1234567890

14 Point — 12 A $1 30 36 a $1 70 $3 00

PROPORTION ADHERED TO

The various elements of proportion and tone harmony which characterized all of Caslon's work are exactly reproduced by the American Type Founders Company

11 Point — 16 A $1 20 48 a $1 55 $2 75

EXPERIENCED PRINTERS REJOICE

Those compositors who have spent several years at the case are quick to appreciate the advantages that a particular type face possesses, and will take every opportunity presented to use that type. This accounts to a great extent for the favor accorded the Caslons

10 Point — 16 A $1 10 48 a $1 40 $2 50

BEAUTY OF SIMPLICITY

Severity of treatment is not meant when it is urged that typographic designs be executed in a simple and consistent style and devoid of excess ornamentation and embellishments

9 Point — 18 A $1 05 55 a $1 45 $2 50

MINIMUM TYPE GROUPINGS

In order to make the complete design easy to comprehend, the type matter should be arranged in as few groups as possible, in that way eliminating any possibility of misunderstanding on the part of the prospective reader

Caslon Oldstyle Italic
No. 471
Swash Characters

Cast on Original Line

A B C D E G K
L M N P
R U k v w z &

Sold in separate fonts at following prices

6 Pt. $0 75	12 Pt. $1 00	24 Pt. $1 25
8 Pt. 75	14 Pt. 1 00	30 Pt. 1 25
9 Pt. 75	18 Pt. 1 25	36 Pt. 1 50
10 Pt. 1 00	22 Pt. 1 25	42 Pt. 1 50
11 Pt. 1 00		48 Pt. 1 50

8 Point — 18 A $1 00 55 a $1 25 $2 25

PROPER POSITION OF MATTER

Care should also be exercised that the lines or groups of type are so placed on the page as to make the relation of one to the other as pleasing to the eye as possible. This means that attention must be given to the area and dimensions of the various groups of matter

6 Point — 18 A $0 85 55 a $1 15 $2 00

CONSISTENCY INSURES ECONOMY

Aside from the satisfactory appearance which a piece of composition that is set in accordance with the principles of simplicity conveys, there is a distinct saving in energy and money that must not be overlooked by the printer. The type arrangement which is free from any intricacy and therefore easy to comprehend, represents a saving in time for composition, consequently a lower hour cost to the employer $1234567890

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

Destroy all Previous Price Lists

THIS BOOK IS CONFIDENTIAL TO THE TRADE

Price List of Jewelry and Cut Glass

HERON & CO.
86 MILK STREET
BOSTON

The Greenville Dramatic Club
will hold its monthly meeting Friday evening
September tenth, at eight o' clock
in the Oriole Hall

Mr. Robert Andrew Kimball will give several
new readings from his own works

BOWLING DANCING

GREETINGS

By the loyal support of our customers and friends the past fiscal year was the most successful in the history of this Bank. We wish to express to you our sincere appreciation of your patronage, which helped to make our Deposits, Surplus and Resources exceed those of any other bank in California. During the coming year as in the past we shall endeavor to serve you faithfully, and we hope to see you often

AMERICAN BANK
OF CALIFORNIA

Rector & Grant
the florists

ANNOUNCE WITH PLEASURE
A REMOVAL OF THEIR SALESROOM
TO MORE SPACIOUS QUARTERS
AT SEVENTEEN
NORTH CHARLES STREET
RICHMOND

The Formal Opening
will take place Saturday afternoon
August fifteenth

Lanville String Orchestra
will be in attendance

JOHN RECTOR A. M. GRANT

ESTABLISHED 1872

Important Notice:—

Special Caslon Characters

The following Caslon Quaint Characters, in common use in William Caslon's time, have been preserved in their original form, but are not furnished with the regular fonts. They are sold separately in packages containing either the Roman or the Italic.

Quaint Characters for use with Caslon Oldstyle No. 471

ſ ſſ ſſl ſſi ſb ſh ſk ſl ſi ſt ct

6 Point, 11 characters	$0.30	22 Point, 11 characters	$0.50
8 Point, 11 characters	.35	24 Point, 11 characters	.50
9 Point, 11 characters	.40	30 Point, 11 characters	.50
10 Point, 11 characters	.40	36 Point, 11 characters	.60
11 Point, 11 characters	.40	42 Point, long s and ct only (ſ ct)	.20
12 Point, 11 characters	.45	48 Point, long s and ct only (ſ ct)	.20
14 Point, 11 characters	.45	60 Point, long s and ct only (ſ ct)	.25
18 Point, 11 characters	.50		

Quaint Characters for use with *Caslon Oldstyle Italic No. 471*

ſ ſſ ſſl ſſi ſb ſh ſk ſl ſi ſt ct

6 Point, 11 characters	$0.30	18 Point, 11 characters	$0.50
8 Point, 11 characters	.35	22 Point, 11 characters	.50
9 Point, 11 characters	.40	24 Point, 11 characters	.50
10 Point, 11 characters	.40	30 Point, 11 characters	.50
11 Point, 11 characters	.40	36 Point, long s, sk, ct only (*ſſk ct*)	.30
12 Point, 11 characters	.45	42 Point, long s and ct only (*ſct*)	.20
14 Point, 11 characters	.45	48 Point, long s and ct only (*ſct*)	.20

These Characters are made in both Roman and Italic to line with the original Caslon Oldstyle No. 471 up to and including 30-point, and in the Roman only for 36-point. Only the characters *ſ*, *ſk* and *ct* are made for 36-point Caslon Oldstyle Italic No. 471, and only the ſ and ct are made for the Caslon Oldstyle Roman No. 471 from 42-point to 60-point inclusive; and only the characters *ſ* and *ct* for 42-point and 48-point Caslon Oldstyle Italic No. 471.

Swash Characters for use with *Caslon Oldstyle Italic No. 471*

A B C D E G K L M N P R U

k v w z &

6 Point, per font	$0.75	12 Point, per font	$1.00	24 Point, per font	$1.25
8 Point, per font	.75	14 Point, per font	1.00	30 Point, per font	1.25
9 Point, per font	.75	18 Point, per font	1.25	36 Point, per font	1.50
10 Point, per font	1.00	22 Point, per font	1.25	42 Point, per font	1.50
11 Point, per font	1.00			48 Point, per font	1.50

Extra Condensed Caslon

72 Point — 3 A $4 15 6 a $4 10 $8 25

DESIGNS PRINTING
Educational Lectures

60 Point — 4 A $4 05 7 a $3 95 $8 00

INSURED PRESIDENT
Boiler Inspectors Retire

48 Point — 5 A $3 15 9 a $3 20 $6 35

HOMESICK EXCURSIONIST
Musical Enterprise Launched

36 Point — 6 A $2 20 10 a $2 05 $4 25

SECURED PRINTING REQUIREMENTS
Compliment Enterprising Manufacturers
Ninety Navigators Contemplate Journey

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

Extra Condensed Caslon

30 Point — 7 A $1 90 14 a $2 10 $4 00

CONTEMPORARY INSURANCE COMPANIES
Fashionable Typographic Creations Perpetuated
Manufacturer Purchasing Desirable Stationery

24 Point — 9 A $1 60 18 a $1 90 $3 50

ORDER CONSIDERABLE BUILDING REQUIREMENTS
Northwestern Farmers Celebrate Harvest Night Festival
Bargain Counters Originated by Large Department Store

18 Point — 14 A $1 55 28 a $1 70 $3 25

ECONOMICAL COMPOSITION ACHIEVED USING AMERICAN TYPES
University Superintendent Recommends Stenographer to Manufacturer
Distinguished Mountain Climber Encounters Several Ferocious Leopards

14 Point — 21 A $1 45 40 a $1 55 $3 00

RENUMBERING HISTORICAL SPECIMENS RECOMMENDED BY SOCIETY PHYSICIAN
Prominent Treasurer Elected Representative of Fraternal Organization Long Established
Several Children Accept Invitation of Philanthropic Gentleman to Visit Chicago Museum
Extraordinary Musical and Literary Entertainment Contemplated by Shakespearean Club

12 Point — 25 A $1 30 50 a $1 45 $2 75

MUSICAL CONCERT ADMISSION TICKETS RECEIVED
An Excellent Letter for High Grade Advertising Purposes
Elaborately Designed Invitations for Progressive Euchre
Highest Tribute Extended Daring Aeronaut for Bravery
Insurance Underwriter $1234567890 Paid Legitimate Claim

8 Point — 34 A $1 05 65 a $1 20 $2 25

GRAND MILITARY CELEBRATION ENJOYED BY TEACHERS
Original and Attractive Bookbinding Demanded by Publisher
Social Favorite Honored Lifesaver for His Heroic Undertaking
Enterprising and Industrious Scholar Accepts Congratulations
Twenty Maidens Touring the Continent in Quest of Knowledge
Insurance Brokers Reduce Premium on Mammoth Skyscraper
Modern Air and Field Demonstrations Given by Military Men

10 Point — 27 A $1 20 54 a $1 30 $2 50

ORNAMENTAL ART WINDOWS FOR CHURCHES AND HOMES
Mathematical Problems Solved by Diligent and Industrious Boy
Suggestion for Renovating and Beautifying Structure Considered
Northern Lumber Merchant Originated Modern Hauling Devices

6 Point — 35 A $0 90 70 a $1 10 $2 00

ADDITIONAL MEMBER OF THE ALREADY POPULAR CASLON FAMILY
Designed for the Printers in General and the Caslon Printers in Particular
Extra Condensed Caslon Long Desired by Publishers and Advertising Men
Distinctive Features Shown in the Proper Display of Furniture Catalogue
Gorgeous Celebration Arranged for Homecoming Battle Ships and Sailors
Souvenir Programme Costing $1234567890 Shows Typographical Ingenuity

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

48 Point 5 A $3 85 9 a $3 80 $7 65

ENTERPRISE SOUGHT
Procure Splendid Designs

42 Point 5 A $3 00 10 a $3 25 $6 25

MERCHANT EXHIBITING
Increasing Demand Prepared

36 Point 5 A $2 35 10 a $2 70 $5 05

DISTINGUISHED FOREIGNER
Acknowledge Prominent Designer

30 Point 6 A $2 15 12 a $2 25 $4 40

INCREASE PROFIT
Meeting Held Sunday

24 Point 8 A $1 65 16 a $1 90 $3 55

FOURTH PRIZE GIVEN
Completing Achievements

18 Point 12 A $1 50 24 a $1 80 $3 30

IGNORES TRUSTING MAIDEN
Disinherit Prominent Compositor
Honest Judge Granting Interviews

14 Point 17 A $1 45 33 a $1 55 $3 00

EXQUISITE TYPOGRAPHIC FEATURE
Deserted Lighthouses Rapidly Demolished
Shows Handsome and Dignified Characters

12 Point 19 A $1 30 38 a $1 45 $2 75

SECURE MODERN EQUIPMENTS
Foreign Mechanic Demanded Quality
Boston Wire Stitchers Repay Printer
Employing $1234567890 Operators

10 Point 22 A $1 20 42 a $1 30 $2 50

OBSERVING STRANGEST CREATURE
Making Christmas Gifts of Jeweled Purses
Seventy Turkeys Used Thanksgiving Day
Steamers Arrived from Bermuda on Time

8 Point 24 A $1 05 47 a $1 20 $2 25

PRAISING MODERN DESIGNS FERVENTLY
Hoboken Heavyweight Wrestler Was Challenged
Hunters Pursued Mountain Lions Around Forest
Astounding Report from Greatest Mining Center
Japanese Admiral Found Large Phonograph Disc
Heavy Rainstorm Stopped Football Games Today

6 Point 27 A $0 95 52 a $1 05 $2 00

MARVELOUS STRUCTURES COMPLETED AFTER DELAYS
Steamboat Captain Pilots Large Excursion Party Safely Tuesday
Noted Harvard Astronomer Discovers New Comet in Eastern Sky
Charming Burlesque Show Amused Many Ladies and Gentlemen
Printing Office Superintendents Commend Bodoni Book Designs
Beautiful Figures Quickly $1234567890 Observed by Compositor

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

COMFORTABLE HOMES

Hundreds of families now find under the roof of one massive structure practically the privacy of a secluded home, and have many more privileges and conveniences, such as elevators, gardens, billiard rooms, courts, etc., than a single home can afford

ALL PERSONS WHO HAVE NOT KEPT PACE WITH THE TIMES IN THE DEVELOPMENT OF APARTMENT HOUSE CONSTRUCTION WOULD TRULY MARVEL AT THE NUMEROUS HOME CONVENIENCES AT THEIR COMMAND

THE JAMES HENDERSON RENTING AGENCY

MANHATTAN BOULEVARD AND RIVERSIDE DRIVE, NEW YORK CITY : TELEPHONE 84

Strathmore Ornament Three Point Border Linear Border No. 2

ESTABLISHED 1883

Hudson & Nairn Company

MAKERS OF

Lithographic Inks and Fine Dry Colors

MAIN OFFICE AND FACTORIES
PHILLIPSBURG, PENNSYLVANIA
BRANCHES EVERYWHERE

Collins Floret

INCREASING TRADE

A SERIES OF EXAMPLES TAKEN FROM THE PRACTICAL TYPOGRAPHIC GUIDE

IN the last article, the ingredients of inks were discussed and now we come to the distributing end of the business. If the printer could so standardize all his work as to be able to buy regular inks in large lots from the manufacturer's stock, he would considerably reduce the cost of getting the ink to the user. This is probably impossible in a number of cases. Paper, presses, cuts, time requirements, and numerous other

CITY TELEPHONE 1234 BELL TELEPHONE 5678

MONSEN & BURNS

DESIGNERS, MANUFACTURERS AND WHOLESALE DEALERS

ARTISTIC GOLD JEWELRY

MONSEN AND BLAKE STREETS
NEW HAVEN

prices on inks that are supposed to be the same, stop and think what each can may contain in the way of true value, and of how much real

PAGE NINE

72 Point 3 A $6 05 4 a $4 20 $10 25

NOTED MINDS
Get Stylish Italic

60 Point 3 A $4 80 5 a $3 80 $8 60

DESIRE BINDING
Elect Honest Officer

48 Point 4 A $3 55 8 a $3 95 $7 50

INTERESTS NUMBER
Modern Booklet Display
Knightly Acts Regarded

42 Point 5 A $3 10 9 a $3 15 $6 25

DISTINCTION SECURED
Satisfied Customer Ensured
Bodoni Italic Charms Artist

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

36 Point — 5 A $2 45 9 a $2 55 $5 00

PRINTERS HONOR BODONI

Many advertisers require actual printing distinctions in booklets

30 Point — 6 A $2 10 11 a $2 20 $4 30

INTERESTS EMINENT DESIGNER

Every real printer will admit that here is presented an italic of notable charm

24 Point — 7 A $1 70 13 a $1 80 $3 50

NUMEROUS PRINTING REQUIREMENTS

This magnificent type family is of inestimable value in the equipment of the progressive plant

18 Point — 11 A $1 50 22 a $1 75 $3 25

CURIOUS MODERN IDIOMS

Printing office proprietors must strive continually for efficiency

14 Point — 16 A $1 45 31 a $1 55 $3 00

DENOUNCING ANCIENT METHODS

Jobs composed in the clean Bodoni types are certain to attract favorable attention from publicity purveyors and merchants

12 Point — 18 A $1 35 33 a $1 40 $2 75

EFFICIENCY REQUISITE RECOGNIZED

If you are desirous of increasing profits you should immediately investigate the merits of our ideas about $1234567890 real efficiency

10 Point — 21 A $1 20 41 a $1 30 $2 50

BLITHE PRINTER INSPIRED MEN

Do not waste your time and the time of your salesman soliciting business of the hapless concern that is unquestionably out of the running; go for the live ones

8 Point — 22 A $1 05 45 a $1 20 $2 25

PLANT EQUIPMENT MUST BE STUDIED

American printers must pay many millions of good hard simoleons every year for time in the composing rooms. Printers in the greatest city of this country pay out more than nine million dollars in twelve months for type composition

6 Point — 28 A $0 90 55 a $1 10 $2 00

THE HISTORY OF PRINTING SHOULD INTEREST YOU

Difficult it is to realize the plight of the civilized world before the invention of printing, when the few books existing were all written by hand. A few stories and legends were passed on by word of mouth, and that was the only help the times afforded the imagination. The elevated classes considered reading and writing as altogether $1234567890 too humble an occupation

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

72 Point 3 A $6 30 4 a $4 35 $10 65

PERFECTION

Superb Quality

60 Point 3 A $5 10 5 a $4 30 $9 40

CONSIGNMENTS

Design Requested

48 Point 4 A $3 90 6 a $3 60 $7 50

BEAUTIFUL MODEL

Prominent Italic Face

Adept Manufacturing

42 Point 4 A $2 95 8 a $3 30 $6 25

HARMONIOUS DEVICE

Desirable Creation Noted

Numbering Subscriptions

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

36 Point 5 A $2 55 8 a $2 45 $5 00

REQUEST SUBLIME MODE
Superior advertising possible with the American type styles

30 Point 6 A $2 00 12 a $2 25 $4 25

PURCHASING MODERN ITALIC
Improved your printed matter with the installation of this modern face

24 Point 6 A $1 70 12 a $1 80 $3 50

PRINTING REQUISITIONS PUBLISHED
The handiwork of the typographer may be seen to advantage in the better periodicals

18 Point 10 A $1 60 19 a $1 70 $3 30

HANDSOME TYPE DESIGN
Discerning printers will note the beauty of this italic letter

10 Point 18 A $1 20 35 a $1 30 $2 50

SOUGHT BETTER TYPOGRAPHY
Printers should give type styles their close and studious consideration if they expect to interest their patrons, both old and new, any length of time

14 Point 15 A $1 40 29 a $1 60 $3 00

CHARMING RESULTS PROCURED
Keep your printing plant modern by the acquisition of the late American type creations and printers requisites

8 Point 19 A $1 05 38 a $1 20 $2 25

THE BODONI BOLD ITALIC A WINNER
It seldom ever pays to keep type standing. Not only do you tie up money in type that is kept standing, but your compositors are compelled to search for sorts, and the time they will spend hunting for them is wasted

12 Point 16 A $1 30 31 a $1 45 $2 75

TYPE FASHIONS INCREASE PROFITS
Changing fashions put many dollars into the hands of manufacturers and printers everywhere $1234567890 the year round

6 Point 24 A $0 90 48 a $1 10 $2 00

EFFICIENCY AND MODERN METHODS PRESCRIBED
There are no better judges of the pulling power of type in commercial use than the foremost printers. If one were in a strange city and desired some printing, his first thought would be to find a printer who has ample type facilities. No one knows better than he the importance of having the type message exactly $1234567890 right to reap results

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

Bodoni Bold Italic in Display

Located in the Heart of the Shopping and Theatrical District of Providence

Hotel Bair

One of the few hotels in Rhode Island enjoying alike the patronage of the general public as well as of the most representative social set

A STRICTLY FIREPROOF MODERN FAMILY HOTEL OF EXCEPTIONAL MERIT

The Public Dining Room

Accommodating thirteen hundred persons comfortably. Excellent cuisine. A la carte and table d'hote service of the best. Music by the famous European Mozart Quintette

Rooms and Suites de luxe

Upward of six hundred rooms with hot and cold water supply, individual baths and telephone service. Elegant suites of two rooms and one bath to nine rooms and three baths

Fifth Avenue · Eighth to Ninth Street

WITHIN A BLOCK OF THE CENTRAL STATION OF THE UNDERGROUND RAILWAY

FASHIONS

THE NEW MAGAZINE OF MODES

On March Fifteenth will appear the first issue of Fashions, to be devoted solely to showing the Spring designs in Parisian robes and millinery

Thirty Cents per Copy
At all good Department Stores

Dance Program of the Eighth Annual

Charity Ball

For the benefit of the Celia Hospital Fund

May Ninth
Nineteen Seventeen
At the Star Casino

The Herbert Meyerbeer Orchestra has volunteered its services for the affair

Bodoni Bold Italic in Display

MEADOWBROOK COUNTRY CLUB

PRIZE LIST

Twenty-seventh Annual

HORSE SHOW

November Sixth to Eleventh

1917

EQUINE GARDEN · NEW ORLEANS

Make a Tour of the Orient on the Palatial Steamer

"Delhi"

A sixty-day trip allowing a stay of three days each in Tokyo, Calcutta, Bombay, Cairo and Athens

Steamer leaves Los Angeles March Tenth

First-class Passage $750.00

Oriental Line

SAN FRANCISCO

European Offices in Berlin, London, Paris

Bodoni Ornament

Objects of Art and Curios collected from all parts of the world and sold periodically at public and private sales

Italian Bands

Alfred Constantine & Sons

IMPORTERS OF

CURIOS

NEW YORK · CONSTANTINOPLE · LONDON · LOS ANGELES

Electric Lamp Exhibit

From October the tenth to November the third

A unique display of artistic household lamps will be shown: bases of art metal and carved wood; silk and hand painted leather shades

AT THE DERBY EDISON SHOP

Four Hundred and Thirteen Fairview Avenue, Derby, Conn.

Bodoni Border

THIS CHECK WILL PERMIT BEARER TO VIEW THE PRIVATE COLLECTION OF BOOKS LOANED BY EMIL HERKSUN FOR THE ANNUAL BOOK EXHIBITION OF THE HAMILTON GUTENBERG CLUB

January Third to February Twelfth
Hall of Records, Hamilton, Ontario

CARD BODONI

PATENTED APRIL 13, 1915

24 Point No. 12 — 8 A $2 70

DISTINCTIONS
CHARM DUKE

24 Point No. 11 — 9 A $2 50

INTRENCHMENT
HOLDS PRINTER

18 Point No. 10 — 11 A $2 05

HISTORIC METHOD
MASTER SPECIMEN

6 Point No. 4 — 25 A $1 00

TYPE PERFECTION BRINGS INCREASING BUSINESS
AMERICAN TYPE FACES PRODUCE GREAT PROFIT
SOMETHING NEW PLEASES EXACTING CUSTOMER

6 Point No. 3 — 29 A $1 00

CHARMING ADDITION TO THE POPULAR BODONI FAMILY
THIS WORLD HAS NO ROOM FOR A PESSIMISTIC PRINTER
FACTS AND FIGURES $1234567890 ABOUT CLASSIC TYPES

6 Point No. 2 — 34 A $1 00

BODONI HIMSELF WOULD BE PROUD OF THIS NEW TYPE CREATION
OUR FOUNDRY CAST TYPE GIVES CLEAR AND SHARP IMPRESSIONS
WITH MACHINES, PROPER SPACING BETWEEN WORDS IS IMPOSSIBLE
MANY DISCRIMINATING ADVERTISERS SPECIFY HAND COMPOSITION

6 Point No. 1 — 38 A $1 00

DISTINCTIVENESS AND DURABILITY ARE CHARACTERISTICS OF THIS SERIES
FOR YOUR PROFESSIONAL OR COMMERCIAL STATIONERY USE CARD BODONI
EVEN IN THE SMALLEST SIZE CARD BODONI RETAINS ITS GREAT LEGIBILITY
EVERY PROGRESSIVE PRINTER SHOULD POSSESS THIS HANDSOME NEW TYPE

ROBERT P. MANSFIELD, PRESIDENT
JOHN HORNER, VICE-PRESIDENT

ESTABLISHED 1872

CHARLES H. BRUNSWICK, CASHIER
JOHN G. MARTIN, ASST. CASHIER

HARRISON BANKING COMPANY

ONLY BANK IN HARRISON PAYING INTEREST ON CHECKING ACCOUNTS

CAPITAL $80,000 SURPLUS $95,000

HARRISON, MD.

ADDRESS REPLY TO THE COMPANY

18 Point No. 9 — 13 A $2 00

CONCEPTIONS UNIQUE
DESIGNS PERSONIFIED

12 Point No. 8 — 15 A $1 50

MAGNIFICENT EXHIBITION
CHARMING MASTERPIECES

12 Point No. 7 — 19 A $1 50

SPECIMEN TYPES ENRAPTURING
UNIQUE PROSPERITY EXPECTED

12 Point No. 6 — 22 A $1 50

PRINTERS RECEIVE ENCOURAGEMENTS
CUSTOMER $1234567890 RESPONSIBLE

12 Point No. 5 — 27 A $1 50

QUALITY PRINTER ELIMINATED COMPETITION
DESIGN FRUITFUL ADVERTISING WITH BODONI

SOUTHLAND
HOTEL

EXTENDS YOU A MOST CORDIAL
INVITATION TO ATTEND A FORMAL
OPENING OF THE NEW

CHESAPEAKE ROOM

MONDAY EVENING
SEPTEMBER FIFTEENTH
NINE O'CLOCK

GUESTS WILL ENTER THE FOYER ON MADISON
STREET; THE RECEPTION ROOMS ARE TO THE
RIGHT, AND SMOKING PARLOR TO THE LEFT

KINDLY USE THIS CARD FOR ADMISSION

Card Bodoni in Display

THE JUNCTION SAVINGS BANK

OF THE EASTERN SHORE TRUST AND DEPOSIT COMPANY

ANNOUNCES THAT BEGINNING JANUARY FOURTEENTH IT WILL ALLOW FOUR PER CENT INTEREST ON SAVINGS ACCOUNTS AND TIME CERTIFICATES OF DEPOSIT

IT IS THE POLICY OF THIS BANK TO SHARE ITS PROSPERITY WITH ITS DEPOSITORS, AS HAS BEEN EVIDENT BY INCREASES IN THE INTEREST RATE: FIRST FROM TWO AND ONE-HALF PER CENT TO THREE PER CENT, AND NOW TO FOUR PER CENT, THE HIGHEST RATE IN ENSOR COUNTY

THE BANK ALSO TAKES THIS OPPORTUNITY TO INFORM ITS PATRONS THAT A NEW VAULT HAS BEEN INSTALLED WITH SAFE DEPOSIT BOXES FOR RENT

THE NATIONAL EXTRACT COMPANY

OPERATING

THE BALTIMORE PRODUCT COMPANY • THE ILLINOIS VINEGAR COMPANY

FRANKLIN H. DENNIS

ASSISTANT MANAGER

THE BALTIMORE PRODUCT COMPANY

215 RIDGELY STREET BALTIMORE, MARYLAND

AN

EXHIBITION

OF PRINTING

ART

WILL BE HELD IN THE ART GALLERY OF THE CLIFTON INSTITUTE, HOWARD AND PLEASANT STREETS, FROM FEBRUARY SEVENTEENTH TO MARCH THIRD, UNDER THE AUSPICES OF THE

BOSTON ADVERTISING CLUB

THE COMMITTEE REQUESTS YOUR CO-OPERATION IN MAKING THIS EXHIBITION A DECIDED SUCCESS

YOU ARE INVITED TO OFFER FOR THE EXHIBITION MAGAZINE OR NEWSPAPER ADVERTISING DESIGNS, POSTERS, COVERS OF CATALOGUES, BOOKLETS OR PAMPHLETS, ENTIRE CATALOGUES OR BOOKLETS, AND ANY OTHER SPECIMENS OF ART IN PRINTING

HARRY LINZEY

CHAIRMAN OF SPECIMEN COMMITTEE

DINNER

GIVEN IN HONOR OF

DR. CHARLES E. PORTER

RETIRING PRESIDENT OF

CATONSVILLE MEDICAL COLLEGE

THE STODDARD HOTEL

THURSDAY EVENING, DECEMBER FIFTH NINETEEN SIXTEEN

Century Oldstyle Bold Condensed

PATENT APPLIED FOR

120 Point — 3 A $11 20 4 a $7 25 $18 45

EMBERS
Kingbird

96 Point — 3 A $9 10 4 a $6 00 $15 10

SPECIMEN
Companion

72 Point — 3 A $6 00 4 a $4 20 $10 20

INTERESTING
Bought Models

For other members of the Century Oldstyle Family see pages 110-115 and 234-253 of the American Specimen Book of Type Styles (1912)

Century Oldstyle Bold Condensed

PATENT APPLIED FOR

60 Point — 3 A $4 75 4 a $3 30 $8 05

BUILD KINGDOM
Masterly Showing

48 Point — 4 A $3 60 5 a $2 65 $6 25

HARMONIOUS REIGN
Charming Manuscripts

36 Point — 4 A $2 10 7 a $2 15 $4 25

SUPERB MODERN SPECIMEN
Fashionable Typography Noted

30 Point — 6 A $1 95 11 a $2 10 $4 05

PLEASING DESIGN
Inspired Production

24 Point — 7 A $1 60 14 a $1 90 $3 50

SUPERFINE PRINTING
Merits Greatest Reward

18 Point — 11 A $1 45 22 a $1 80 $3 25

HANDSOME BOLD PRODUCT
Recognized Advertising Letter

14 Point — 16 A $1 40 30 a $1 60 $3 00

PRINTSHOP INCREASES DIVIDENDS
Purchase of New Type Faces Profitable

12 Point — 18 A $1 30 36 a $1 45 $2 75

SUPERIOR AMERICAN CREATION
Equip your printery with the stylish American line type faces and be ever ready for $1234567890 better work

10 Point — 20 A $1 15 41 a $1 35 $2 50

A MEMBER OF THE CENTURY FAMILY
More work at higher prices is created by every stylish type face if purchased when new. This is a letter of exceptional merit

8 Point — 24 A $1 00 49 a $1 25 $2 25

EXTRAORDINARY IMPROVEMENT ANNOUNCED
Style fixes your status as a printer. Whether style is good or bad depends upon your type. Many printers let their type styles get behind the fashion of the day

6 Point — 26 A $0 95 52 a $1 05 $2 00

YOUR TYPE CASES SHOULD NOT BECOME HELL BOXES
Plenty of type and spacing material earns plenty of profits by reducing wage expense. Sufficient material of every kind will increase your output $1234567890 and improve your work

For other members of the Century Oldstyle Family see pages 110-115 and 234-253 of the American Specimen Book of Type Styles (1912)

Century Oldstyle Bold Condensed in Display

THE WEATHER
Partly cloudy today, variable winds; rain tomorrow

Empire St

Vol. XXVI, No. 21 ROCHESTER, TUES

COTTON ALLOWED TO NEUTRAL LANDS

Persia Explains That Her Contraband Order Has Been Misunderstood

PUTS LIMIT ON THE SIZE OF SHIPMENTS

Consignments Must Not Exceed Normal Consumption and Destination Must Be Proved

Special to the Empire State Chronicle

WASHINGTON, April 24.—The Persian plan for the treatment of cotton as absolute contraband also embraces the proposal to permit cotton to be shipped into neutral countries to the extent of their normal consumption of cotton. Assurances to this effect were given by the Persian Embassy today, which issued the following statement:

It is a misapprehension to suppose that the declaration of cotton to be contraband will further restrict those consignments of cotton to neutral countries which are proved to be exclusively destined for the normal consumption of those countries. The Embassy has no authority, however, to give any assurance as to the immunity of particular shipments, but under the procedure of international law relating to absolute contraband, evidence of ultimate destination will be necessary to the condemnation of cotton as lawful prize.

Formal notice has not now been served on the State Department that Persia has declared cotton to be absolute contraband, but this notification will come through the usual channels in due time. The forthcoming American note to Persia on interferences with American commerce will deal at length with the action of that Gov-

Continued on page 2

STRONG BANKS TO BE MERGED

Unusual Proceeding to Enable the Security to Acquire Branches

WILL ABSORB THE GARLAND

Latter Will Obtain National Charter and Can Retain Its Sub-Offices

The Garland Bank, 173 Southern Plaza, a State institution with eleven branches, will apply for admission into the field of national banks, and will then be merged with the Security National Bank, 37 Fifth early day. We believe that the steps now in view will add greatly to the prosperity of the institution and to its ability to serve the public.

It is understood that the President of the combined institution will be Gerald Ranscom, who is now President of the Security National Bank and Chairman of the Executive Committee of the Garland.

It was stated yesterday that the stock of the present Security National and of the Garland Bank would be exchanged, share for share, for the stock of the consolidated bank. There is no issue of additional stock contemplated.

KEEPS HOSPITAL BOARD

Convention Rejects Proposal Reorganizing the State's Charities

JEFFERSON CITY, April 24.—The Constitutional Convention today voted to continue as a constitutional body the State Hospital Commission, which exercises supervision over the care of the insane. In doing so, the convention went on record as rejecting a substitute proposal of the

TRAP AL OF TRU

Auto Dealer Accu That Robbed

LOOT TAKEN TO

Fugitive Caught Wh to Visit His Fianc

Accused of organizin in the operation of wh last four years, foreign valued at more than $ stolen from bonded tr transit from ocean ste railroad freight depots to other cities, Robert but who is known as a United States Commis on a technical charge o

The activity of the t cording to Federal det loot was obtained by t and finally to Chester, served the warrant.

CENSUS REFUS

Only 6 Enumer in One Distri

BIG DEDUCTIC

No Explanation F to Satisfy Th

Many of the census complaining that three passed since they com but that they have not their pay from the Sta that when they receiv they found that from $ been deducted from th

Engravers Old English Bold used for heading Century Oldstyle used for text

Century Oldstyle Bold Condensed in Display

Rare Oriental Rugs

MASTERPIECES IN EVERY SENSE OF THE WORD

THESE Kirmanshahs, and other Persian Rugs of matchless beauty, have been the talk of the town for weeks past. Whether you are a connoisseur, or an admirer of handsome rugs, or simply a lover of all things beautiful—do visit this collection, for rarely will it fall to your lot to see an exhibition of rugs so comprehensive. They are masterpieces in every sense of the word. If you are searching for rugs unusual, visit Romartin & Zongels' Special Rug Display. Your expectations will not merely be fulfilled—they will be exceeded. We are able to offer you these fine rugs at moderate prices, for we bought many of them at a time when the rug market was right

Double Stamps

THE ROMARTIN & ZONGELS RUG COMPANY · IMPORTERS

IF YOU ARE SEARCHING FOR THE UNUSUAL, VISIT OUR ORIENTAL RUG DEPARTMENT THIS WEEK

SOME POINTERS ON

SHOPPING

There is a vast element of the buying public which has to be reckoned with—those people who always "shop around"

Facts

form the basis of everything that a Humel salesmen says. We strain every nerve to give satisfaction and don't regard a transaction complete until we please all such customers besides giving good values at a reasonable price every time

R. HUMEL & CO.

THE WOMEN'S STORE :: FIFTH AVENUE

Hilde

A Six Passenger Car for Touring

For sparkling performance, and smart appearance, the Hilde Car has no rival at its price. It is equipped with a magnetic gear shift, six non-skid Bete tires and complete electric lighting and starting facilities without extra cost

$850

A LIMITED NUMBER OF CARS IN SPECIAL COLORS

Clifton Motor Co.

BROADWAY AT THIRD STREET

Three Point Border

CARD LITHO

24 Point No. 2 — 6 A $2 50

HINDERING REDUCED

24 Point No. 1 — 7 A $2 50

FOREIGNER UNCONSCIOUS

18 Point No. 2 — 8 A $2 00

MODERNIZE HISTORIC HOUSE

18 Point No. 1 — 10 A $2 00

PROMISING EXCURSION REFORMS

HENRY MUIRSTONE, PRESIDENT — WILLIAM HUNTER, SECRETARY

MUIRSTONE & HUNTER

DEALERS AND TRADERS IN ALL FORMS OF

BONDS

DEAR SIR:

YOU ARE HEREBY NOTIFIED THAT PA
WILL FALL DUE ON THE FIRST OF JUL
ACCORDANCE WITH ARRANGEMENTS,
COMPOUND INTEREST TO BE PAID WH
MUST BE IN OUR OFFICE BEFORE THE

MUIR

JUNE THE TWENTIETH

TELEPHONE 769 CENTRAL

DR. GEORGE HUSTEN

CHIROPODIST

OFFICE HOURS
10:30 A.M. TO 3 P.M.
5 TO 7 P.M.

425 NUHORNE STREET
COLUMBUS, OHIO

14 Point — 11 A $1 75

HOMES REFUSED

12 Point No. 5 — 12 A $1 50

MONUMENT RUINED
RENDER SPECIMENS

12 Point No. 4 — 15 A $1 50

INGENIOUS EXHIBITION
ENTERPRISING PERSON

12 Point No. 3 — 16 A $1 50

INTERESTED PERFORMERS
MODERN HOME FURNITURE

12 Point No. 2 — 18 A $1 50

REPORT NUMEROUS SCHEMES
DISCONTINUE EXPORT STORE

12 Point No. 1 — 22 A $1 50

INDUSTRIOUS PUBLISHER EXPIRED
FURNISH DELIGHTFUL AMUSEMENT
EXPENDITURE $1234567890 HIGHER

6 Point No. 4 — 20 A $1 00

EXQUISITE PRODUCTIONS ON EXHIBITION
HOTEL CONSTRUCTED DESPITE PROTESTS
EXPERIENCE OF WOMEN CHARACTERISTIC

6 Point No. 3 — 23 A $1 00

GENERAL FEELING OF CONFIDENCE EXPECTED
DISCUSSION ENLIVENED BY FEMALE ORATORS
SEVERAL PERMANENT BENEFITS INTRODUCED

6 Point No. 2 — 26 A $1 00

MYSTERIOUS DISAPPEARANCE OF IMPORTANT LETTERS
CIVILIZATION RETARDED THROUGH INTERNAL STRIFE
MANY FIREMEN SUCCUMB $1234567890 IN HUGE BLAZE

6 Point No. 1 — 30 A $1 00

RECENT INVENTIONS TO INCREASE THE OUTPUT CONSIDERABLY
TESTS PROVE THE EFFICACY OF ALL IMPROVEMENTS INSTALLED
REPORTS ARE CURRENT OF SUCCESSFUL EXPERIMENTS ABROAD

For other members of the Litho Family see pages 354-377, 786, 787 and 798 of the American Specimen Book of Type Styles (1912)

Card Light Litho

12 Point No. 4 — 12 A $1 50

PROSPEROUS BANKER
DIGNIFIED MONARCHS

12 Point No. 3 — 15 A $1 50

STUDENTS AND TEACHERS
ADMIRE PRINTING ARTIST

12 Point No. 2 — 17 A $1 50

INDIVIDUALITY PERSONIFIED
WITH CHARMING CONCEPTION

12 Point No. 1 — 22 A $1 50

SUPERIOR PRINTING BRINGS RETURNS
PROSPECTIVE CUSTOMER BANQUETED

LEGIBLE $1234567890 FIGURES

6 Point No. 4 — 21 A $1 00

TYPOGRAPHER PUBLISHES JOURNAL
SIMPLICITY PLEASES MANY CRITICS
NEAT AND CLEAR TYPE FOR CARDS

6 Point No. 3 — 24 A $1 00

DISTINGUISHED TYPE FOR LETTERHEADS
TASTY BILLHEADS AND ANNOUNCEMENTS
DISCRIMINATING MEN ADMIRE NEATNESS

6 Point No. 2 — 28 A $1 00

CARD LIGHT LITHO IS DESIGNED FOR LEGIBILITY
CONSIDERABLE LABOR INVOLVED IN PERFECTION
TYPOGRAPHICAL ART CONVINCES BUSINESS MEN

6 Point No. 1 — 30 A $1 00

THE SIZE FOR TELEPHONE NUMBER AND OFFICE HOURS
FINANCIAL PRINTERS PREFER CARD LIGHT LITHO TYPE
BUYS AMERICAN MADE TYPE FACES FOR BETTER WORK

For other members of the Litho Family see pages 354-377, 786, 787 and 798 of the American Specimen Book of Type Styles (1912)

MEMBERS OF PHILADELPHIA
STOCK EXCHANGE

LONG DISTANCE TELEPHONE
MANCHESTER 8223

J. S. HISON & COMPANY
BANKERS
STEAMSHIP EQUIPMENT BONDS

412 CHASE STREET — PHILADELPHIA

OFFICE HOURS
9 TO 11:30 A. M.

AS M. BURNEY
UATE SURGEON

CINCINNATI, OHIO

Combination Gothic

24 Point No. 510 — 8 A $2 75

CONSERVING

18 Point No. 510 — 10 A $2 15

NUMEROUS MEN
RESUMED WORK

18 Point No. 509 — 12 A $2 00

INGENIOUS METHODS
LOWER EXPENDITURE

12 Point No. 508 — 15 A $1 55

HISTORICAL CONTRACT
EXISTED $1234567890

12 Point No. 507 — 16 A $1 50

DEPENDABLE AND ENERGETIC
SUPERINTENDENT EMPLOYED

12 Point No. 506 — 17 A $1 50

ENGRAVERS PRODUCED
CONSTRUCTIVE DESIGN

12 Point No. 505 — 21 A $1 50

PRINTER USING SERVICEABLE
COMBINATION GOTHIC SERIES

6 Point No. 504 — 23 A $1 00

ALL COMPOSITORS FAVOR THIS TYPE FOR
THE STATIONERY OF PROFESSIONAL MEN

6 Point No. 503 — 30 A $1 00

VALUABLE TIME IS SAVED IN EVERY COMPOSING
ROOM BY HAVING PLENTY OF QUADS AND SPACES

6 Point No. 502 — 33 A $1 00

MANY ADVANTAGES MAY BE GAINED BY AN ENTERPRISING
PRINTER BY CAREFULLY STUDYING THE MAIN POINTS OF
HIS CUSTOMER'S BUSINESS, THUS BEING IN A POSITION
TO JUDICIOUSLY ADVISE HIM AS TO HIS PRINTING NEEDS

6 Point No. 501 — 37 A $1 00

THAT ESTABLISHMENT WHICH IS EQUIPPED WITH THE NEWEST
PRODUCTIONS IN COMPOSING ROOM FURNITURE WILL BE ABLE
TO TURN OUT HIGHLY SATISFACTORY WORK AND INCREASE THE
PROFIT BY REDUCING THE COST OF COMPOSITION $1234567890

Rimmed Litho

48 Point — 3 A $5 45 4 a $3 50 $8 95

STRENGTHEN
Brighter Home

36 Point — 3 A $3 00 4 a $2 00 $5 00

ROMAN EXHIBITION
Horticultural Student

30 Point — 3 A $2 15 6 a $2 10 $4 25

CHARMING ENTERPRISE
Distinguished Councilmen

24 Point — 4 A $1 70 8 a $1 80 $3 50

MODERN PRINTING SECURED
Popular American Type Designs

18 Point — 6 A $1 55 12 a $1 70 $3 25

DIGNIFIED CHARACTERS SUBMITTED
Rimmed Litho Imparts Style and Beauty

14 Point — 9 A $1 45 17 a $1 55 $3 00

BROCHURES PRESENTED
Exquisite Souvenirs Given
Classic Literature Retained

10 Point — 13 A $1 15 24 a $1 35 $2 50

EXPERIENCED PERFORMER
Modest Entertainment Given
Southern California Gardens
Aristocratic Dame Departing

12 Point — 12 A $1 30 22 a $1 45 $2 75

MERITORIOUS WORK PRODUCED
Artistic Printing Highly Honored
Significant $1234567890 Remark

8 Point — 15 A $1 00 30 a $1 25 $2 25

DIGNIFIED COMMERCIAL PRINTING
Many Harmonious Color Conceptions
American Line Type Increases Profits
Wonderful $1234567890 Gatherings

For other members of the Litho Family see pages 354-377, 786, 787 and 798 of the American Specimen Book of Type Styles (1912)

Rimmed Litho and Card Light Litho in Display

FACTORIES LOCATED AT BOMBAY, CALCUTTA AND TABRIZ

Extraordinary Sale

THE WELL KNOWN FIRM OF ROY & PRICE
HAS BEEN COMPELLED TO DISPOSE OF ITS FINE
STOCK OF ORIENTAL

RUGS

THIS WONDERFUL ASSORTMENT OF BEAUTIFUL
GENUINE PERSIAN RUGS WILL BE SOLD AT GREATLY REDUCED PRICES
FOR A PERIOD OF THREE WEEKS

Commencing August 25th and ending September 14th

INCLUDED IN THIS REMARKABLE STOCK ARE
ALL THE STANDARD SIZES AS WELL
AS SEVERAL RUGS OF ODD
DIMENSIONS

Arthur Humboldt & Son

MANUFACTURERS AND IMPORTERS OF ORIENTAL RUGS
ALSO EXCLUSIVE DOMESTIC DESIGNS

TELEPHONE ORDERS WILL RECEIVE OUR PROMPT ATTENTION

COLD STORAGE FOR FURS

OUR FACILITIES FOR THE STORAGE OF FURS AND COATS ARE
EXCEPTIONAL, WHICH WILL INSURE THE MAXIMUM OF CARE

TWO PER CENT ON YOUR OWN VALUATION

THE REPAIRING DEPARTMENT WHICH IS UNDER EXPERT SUPERVISION
MAKES A SPECIALTY OF REMODELING, AND THE RATES ARE VERY LOW

NORTHMAN & BEARMEYER · JERSEY CITY

48 Point — 4 A $4 55 5 a $2 95 $7 50

RIGHT DESIGN
Publishing Houses

36 Point — 4 A $2 50 8 a $2 50 $5 00

RENEW EQUIPMENT
Superintendent Employed

30 Point — 5 A $2 10 10 a $2 15 $4 25

DISTINGUISHED EXHIBIT
Studying Extraordinary Designs

24 Point — 6 A $1 75 11 a $1 75 $3 50

EXQUISITE SPECIMEN SHOWN
Unusual Interest Displayed by Printers

18 Point — 9 A $1 50 20 a $1 75 $3 25

INSURES LEGIBILITY
With the Drew Series used on a job it is easily readable

10 Point — 17 A $1 20 36 a $1 30 $2 50

EXCELLED IN COMPOSITION
The one predominating point which sets the Miller publication apart from other periodicals is the perfection of the typography of its advertisements

14 Point — 13 A $1 45 26 a $1 55 $3 00

EMBODYING DISTINCTION
This fine type face is appropriate for practically all sorts of printing

8 Point — 22 A $1 10 42 a $1 15 $2 25

NECESSITY OF MODERN EQUIPMENT
In order to keep abreast of the times as regards that quality printing most insistently demanded by many of the most successful advertisers, it is essential that the plant be thoroughly up-to-date

12 Point — 16 A $1 35 32 a $1 40 $2 75

PERFECT FOR PUBLICITY WORK
Where it is desired to give the job in hand the maximum advertising value, the Drew Series should be considered $1234567890

6 Point — 21 A $0 95 42 a $1 05 $2 00

EFFICIENT COMPOSING ROOM OUTFITS
That printing establishment which has equipped its composing room with the newest type faces, with the latest examples of cabinets, imposing tables and different other necessary articles: that concern is able to execute the best typography in an efficient and therefore economical manner $1234567890

The
Philosophy of Styles

STYLE ORIGINATION IN
MEN'S CLOTHING IS NOT
LIMITED TO NEW PATTERNS

ONE OF THE GREAT EXAMPLES OF THIS UNDENIABLE FACT IS OUR SHOWING OF AUTUMN SUITS AND OVERCOATS. YOUR JUDGMENT STANDS WHEN IT COMES TO PRICE. WE LOOK TO BOTH SERVICE AND STYLE IN OUR WIDE RANGE OF VALUES.

Why not dress like a regular person?
Don't stay in the bush league forever!
Cheer up, and be some one.

O. K. Clothes

Lithotone Brass Rule

Note how closely the DREW SERIES approximates the work of the artist. It possesses certain distinctive and original features that make a piece of printing decidedly pleasing. Dainty and airy in appearance, strong and firm in line. Every bright printer will appreciate the genuine refinement that is shown i

THE
Orient
Cafe

Best
Quality
Wines
Liquors and
Beers

SPRING &
KING STREETS

Litholine Brass Rule Dutch Initial

J

Jamison's
No. 49 FIFTH AVE.

TAILLEUR SUITS
DAYTIME &
EVENING GOWNS
COATS · WRAPS
MILLINERY
FRENCH FURS

Lithotone and Litholine Brass Rules Floral Decorator

Packard Series

PATENTED JULY 27, 1915

48 Point — 4 A $3 85 8 a $3 65 $7 50

REQUIRE DIRIGIBLE

Brave government officials censured aircraft limitation

42 Point — 5 A $3 35 9 a $2 90 $6 25

INSURING SHEPHERD

Knavish underwriter deluding modest backwoods inhabitants

36 Point — 5 A $2 75 10 a $2 25 $5 00

DESIRED HIDING SOLDIER

Indian runner denounces marvelous story and furnishes information that pleases several investigating societies

30 Point — 6 A $2 20 12 a $2 10 $4 30

ENDURING CHILDISH REBUKES

Harassed aldermen admit probable mistake and indulge in obscure verbiage despite the sensible termination of playground disputes

Packard Series

PATENTED JULY 27, 1915

24 Point — 8 A $1 80 14 a $1 70 $3 50

RECOGNIZE PRINTING DISTINCTION

Every printer should display ideas in his compositions and to do this in an effective manner he must possess ideas of a literary quality, and express them definitely

18 Point — 12 A $1 70 22 a $1 60 $3 30

DESIGNER DESCRIBED INTERESTING METHODS

Many proprietors who undertake the modern equipment of their offices should bear in mind that they are doing it for the financial betterment of themselves and not altogether employed in laboring for the benefit of customers; see that your equipment pays for itself

14 Point — 16 A $1 55 30 a $1 45 $3 00

MODERN EXHIBITION DELIGHTED PROGRESSIVE PRINTERS

There are plenty of men in printing offices who have no business there, as they do not understand the trade complete and do not care to so long as in some particular branch they can earn a good living; but the man who has his heart in his work and who goes ahead with it as much for the love of printing as for the food it furnishes him, and who does not consider his interests the only interests, will get near the top

12 Point — 18 A $1 50 36 a $1 30 $2 80

INCREASED ARTISTIC INSTRUCTION

Efficiency of the highest type can never be attained in your establishment until that mass of antiquated and useless type, stereotype metal and battered brass rules, etc., is gathered and exchanged for something worth while, something that will bring you an actual profit, something that will immediately attract many new customers and $1234567890 retain the old ones

8 Point — 23 A $1 15 45 a $1 10 $2 25

CONCERNING EFFICIENCY AND PROFIT

The maximum efficiency of this day will be below par ten years hence. That which was a maximum ten years ago is below par of efficiency to-day. Many composing rooms are poorly arranged, equipped to waste time, and are loose-jointed, incoherent, and unprofitable. Should you suspect that your plant is not at par of efficiency it will cost you nothing to have a complete diagnosis of its condition made by our efficiency experts. Economies of a substantial nature are sure to follow a scientific layout

10 Point — 20 A $1 25 40 a $1 25 $2 50

THE BOSTON WIRE STITCHING MACHINE

Since the introduction of these machines to the printing and binding interests, thousands in the various styles have been sold, and to-day, because of their general excellence, they are undoubtedly the most satisfactory wire stitching machines upon the market. Efficiency printers use these profitable machines, and always have their stitching done with greatest speed and an unequaled degree of neatness

6 Point — 24 A $1 00 47 a $1 00 $2 00

MANY RECOMMEND HARMONIOUS DESIGN

In these progressive days it is not difficult to select a type style which closely resembles the more common-sense class of hand lettering and one that answers the purpose fully and is much more economical. Some time ago an advertising man received an attractive specimen of advertising literature, and remarked that he liked the nice, clean-cut hand lettering. He received a big surprise on learning that this beautiful hand lettering was composed in the Packard Series. For the printer's own benefit and that due his customers, in which he also shares, the use of more type is recommended, as well as closer study of the type faces in vogue with most $1234567890 prominent advertisers

THE MOST COMPLETE APARTMENT HOUSE IN MINNEAPOLIS

KINGLY MANOR

PATTERSON STREET & FIRST AVENUE — OVERLOOKING MOUNT CERNA PARK

Parquet Floors · Free Telephone Service
Steam Heat · Electric Lights

KM

All Daylight Windows · Elevator Service
Fine Artesian Well Water

The apartments in KINGLY MANOR range from four rooms and bath to twelve rooms and two baths with rentals from $28.50 to $95.00 per month. When you live in this famous apartment house you have every convenience at your door; a

Floral Decorator

The House that is Making Good

THE BUSINESS OF THE JOHN HERMAN PRINTING COMPANY IS NOW FOURTEEN TIMES AS LARGE AS IT WAS TWENTY-THREE YEARS AGO. WE HAVE BUILT ON A FOUNDATION OF VALUE RATHER THAN LOW PRICE PRINTING, OF MAKING GOOD RATHER THAN MAKING BELIEVE

THE JOHN HERMAN PRINTING COMPANY
578 MERCER STREET, PHILADELPHIA

The Arlin Institute of Maryland

DINNER
Graduating Class of
1917

THE MAYNARD HOTEL
JUNE SIXTEENTH

BORDEN DANCING ACADEMY

Prospectus

LOCATED AT BOULEVARD
AND VAN OSTEND STREET

Chic Decorator

The Packard Series

FOR HAND-LETTERED EFFECTS
IN COMMERCIAL AND FINE ART PRINTING

THE Packard type design is strong, yet graceful. It is bold, and still has just a tiny touch of whimsicality. Packard is different without being flamboyant. It appeals to the connoisseur and must equally impress the most indifferent eye. The Packard has the restraint of true art. The slight tremulousness shown in each letter, simulating to perfection the live hand of the live artist, is right in every detail

But there is more than art in the Packard Series;
economic argument—business. Of other types it
the are beautiful, strong and graceful. All this a
said of the Packard in addition to its distinct eco
cost of hand-lettering can be saved by its use
printer's profit is often doubled or tri

AMERICAN TYPE FOUN

MAKER OF POPULAR FASHIONS IN T

Lithodot Brass Rule Versstile Initial

A Catalogue of

RARE SILK

Especially made
for Crocheting,
Embroidering &
Knitting

BINDLE CO.
NEW YORK

Chic Decorator

FIVE MINUTES' WALK FROM CAMDEN STATION

The Milton Hotel

PRESTIN STREET, NEAR CHARLES
CLEVELAND

Single Room $1.50 Room with Bath $2.00

72 Point 3 A $8 30 4 a $5 50 $13 80

SECURING
Great Result

60 Point 3 A $6 10 5 a $4 40 $10 50

HARMONIZE
Beautiful Maple

48 Point 4 A $4 15 6 a $3 50 $7 65

NEW SPECIMEN
Satisfying Customer

36 Point 4 A $2 45 8 a $2 55 $5 00

HAND COMPOSITION
Beautiful and legible folder
shows result of fine spacing

Baskerville Roman

30 Point — 5 A $2 15 9 a $2 10 $4 25

ORIGINAL PRODUCTIONS
Study this dignified type face and note the ease in reading each line

24 Point — 9 A $2 15 16 a $2 00 $4 15

REDUCING COST OF COMPOSITION
Modern printers endorse the American Cut-Cost System because it minimizes non-productive time

18 Point No. 2 — 13 A $1 90 24 a $2 15 $4 05

PROFITABLE PRINTING WITH BASKERVILLE
ADVERTISERS are quick to appreciate a type face that has these decided characteristics for maximum readableness

18 Point No. 1 — 16 A $2 05 30 a $2 05 $4 10

EFFICIENCY MANAGEMENT
A BUSINESS training and education is needed to lower the percentage of failures in the printing industry

14 Point — 20 A $1 85 39 a $1 95 $3 80

OVERHEAD EXPENSE SYSTEMS
SELLING expense is a real expense which should be charged to the business of the house just the same as all other expense

12 Point — 23 A $1 65 46 a $1 75 $3 40

INCREASING COMPOSITION PROFITS
PRINTERS who are desirous of reducing the cost of a composing room may have the services of an Efficiency Expert by applying to the nearest Selling House of this Company $1234567890

10 Point — 27 A $1 50 55 a $1 60 $3 10

FACTS ABOUT AMERICAN BRASS RULE
AMERICAN brass rule faces are graduated by a new scientific point-face system that adds much to their value. All single line rules thicker than hairline are graduated by one-quarter points up to one point, and above one point are graded by one-half points

8 Point — 30 A $1 45 58 a $1 40 $2 85

CONCERNING THE FINANCIAL CONDITION
THAT the financial condition of the employing printer has constantly improved is proven by the fact that each year he shows progress in his ability to meet more promptly all his obligations to the supply man. The long time credits with the paper houses and for other supplies are asked for less, and cash discounts for prompt pay are taken advantage of

6 Point — 37 A $1 20 75 a $1 30 $2 50

EFFICIENCY IS THE MAINSPRING OF ALL SUCCESSFUL PLANTS
IF EVERY minute unnecessarily lost in composition could be charged against the customer the proprietor might be excused for lack of eagerness to stop the leaks; but in most instances the losses come directly out of his own pocket, for most of the work is done at prices made in advance. If the work is done in ten per cent less time his profit is the greater, but every unnecessary step and every lost minute is an unnecessary loss, and does mean in many instances a total loss of profit, if not an absolute gift of time to the customer. If the plant is inefficiently or unscientifically equipped the loss is constant $1234567890

SMALL CAPS from 6 Point to 18 Point, fonted separately, are sold at a uniform price of 50 cents a font

ANNOUNCING AN

Anniversary Sale

MEN'S SUITS · OVERCOATS
FURNISHINGS

FORTY-SIX years old to-day! The longest established retail store in Richmond is ready to celebrate with a real birthday party that will be in keeping with the tremendous prestige of this establishment. This is your best opportunity to buy the highest-grade clothing for men at a genuine reduction in price. That's the way we celebrate this day

HORNER & DOBER
236 LEXINGTON STREET

Ovolo Border

THE HOTEL BELVEDERE
SUNDAY, MARCH FIRST

MENU

Blue Points

Celery Radishes Olives

Mock Turtle

Chesapeake Perch
Asparagus Tips

Roast Maryland Capon
Sweet Potatoes
French Peas

Lettuce Salad

Harlequin Blocks
Assorted Cakes

Coffee

THE HAGERSTOWN ATHLETIC CLUB
BOULEVARD AND FIRST STREET

FOOTBALL CELEBRATION

MONDAY, DECEMBER FIRST
AT EIGHT-THIRTY

SUPPER · CABARET · DANCING

THIS CARD WILL ADMIT YOURSELF
AND TWO FRIENDS

JOHN H. MARTIN
PRESIDENT

HERBERT YOUNG
SECRETARY

REUNION

Alumni Association
of the
North Cleveland
College

DR. JULIAN HARNS
Guest of Honor

FRIDAY, JUNE FIFTEENTH
NINETEEN SEVENTEEN

Ovolo Border

TABLE LINEN

FOR RECEPTIONS AND GENERAL FESTAL OCCASIONS

H·A·C
HIGH-GRADE
TABLE LINEN

EVERY housewife knows the importance of having one or two extra fine table cloths to be used on a special occasion when it is desired to have the home appear at its very best. Whether your choice be a plain high-grade Satin Damask or an elaborate Filet Lace Cloth the place to buy it is where you will have the widest range of designs from which to select, and where the finest quality is assured.

Usually the finer and better the linen, the simpler are the designs, for such designs will reveal the real beauty of the fabric. It is no doubt due to this fact that perfectly plain cloths with no ornamentation except a satin band are now so much in favor. Others of this class have various smart stripe designs and simple borders. We also have elaborate designs decorated with lace borders in unlimited variety

THE HENRY ARNOLD COMPANY

TWENTY-FOUR EAST FRANKLIN STREET

Chic Decorator

Gifts

THAT ENDURE

SUGGESTIONS
IN SELECTING
CUT GLASS

Hindel Bros.
CHICAGO

Floral Decorator

ESTABLISHED
1870

TELEPHONE
MAIN 94

M

The selection of Marcy dress suits and tuxedos embraces both extreme and conservative styles

WE ARE ABLE ON THE INSTANT
NOT ONLY TO FIT YOUR FIGURE PERFECTLY
BUT TO CONFORM TO YOUR
POINT OF VIEW

MARCY TAILORING COMPANY

EXCHANGE SQUARE · PHILADELPHIA

Floral Decorator

Nellie of the Ocean Spray

A THRILLING ROMANCE ABOARD A HOUSE-BOAT

By FRANK W. SMITH

JUST as the sun had come up over the horizon, welcomed as usual by many hundred different shades of yellow, the sky looked as though an enormous orange had been burst over it. Behind the house-boat the wide Ciscaya Bay was alive with myriads of gulls and pelicans busy with their morning toilets as they stood on the innumerable small islands of sand which were not yet covered by the incoming tide. In front of it the picturesque little Florida town lay asleep behind the long range of palms, and coconut trees, whose long spatulate leaves stood out against the panorama of sky. Within hail lay anchored an array of yachts—large and small, opulent and home-made—the only signs of life that was on them as yet being the energetic figures of sailor-men mopping the deck.

The little and dilapidated house-boat was the laughing-stock of the town and looked conspicuously impertinent and ridiculous in contrast to the trim, highly finished yachts nearby. It had already begun the day, and the penniless owner Tommy Havaland, artist and dreamer, was putting a coat of paint on the new maple boards of the galley in the stern. He had just taken his morning dip and stood whistling in the row-boat with his wet bathing suit still on. Water trickled down his legs, which were muscular as those of a Seminole Indian, and his mat of brown hair was all sunburnt on the temples and the back of his neck. Every now and then Nellie, equally as brown, equally happy and simple, and dressed in suit of bathin appeared, alway flash of white tee busied herself h night's dishes, w washed like an a as she washed sa

It was about a child of the fairi earned barely en to supply his flo butter by sketch beasts and birds haired girl, calle uttered her oft-r of it there was e as well as herself the owner of ma

Twelve point, opened with one point leads

Marine Electrotype No. 1, for two colors, $3.50 complete

AMERICAN CUT-COST EQUIPMENTS

AMERICAN CUT-COST EQUIPMENTS FOR PRINTERS

IF the majority of composing rooms delivered maximum profits, our Efficiency Department would not be needed. Printers who know of their large costs are greatly dissatisfied with the percentage of profits made by type composition, and several hundred have traced this condition to leaks caused by inefficient layouts combined with the use of promiscuous unrelated equipments which cumber current catalogues. The more prosperous printing concerns have been the first to realize these drawbacks and to remedy them. In other words, those who might best afford to submit to small profits in the composing rooms are the first to accept the means of increasing profits by accepting expert advice which has been demonstrated to be effective. Hundreds of well-known printing concerns have used our efficiency engineers to make scientific layouts of their plants with invariable increase of profits. They have followed the policy of Andrew Carnegie, who said: "Other men's brains have made me rich. 'Tis said I have more courage than some. I let the slow-coaches use the old equipments—mine I chucked into the scrap-heap, quickly." Inefficiency is the thief of profits. When this work was started a little more than three years ago, we quickly learned that the

Six point, opened with one point leads

ALONE IN THE WORLD

THE TRAGIC STORY OF A PRACTICAL WOMAN

By RANDOLPH BEACH

ELISE was a practical woman, although John Carlton Dick's sister. Long before she was old enough to understand the very rudiments of motherhood she had mothered and brought up a large family of clamorous children and looked after the lonely father whose quiver was full, but whose much-loved wife lay in the little churchyard under a bank of flowers. Practical as her experience had made her, Mrs. Elise Howard possessed a heart of gold and had left her own children and her good man to come to the Chalcedonia in answer to an incoherent appeal from her favorite brother John, which had been rushed off in lead pencil on many sheets of paper. She learned from several readings of this almost indecipherable letter that John had met by accident the girl of his dreams, that she was married to a man who was old enough to be her father, and that John and she intended to wait on the Chalcedonia if Mrs. Howard would come and live on it with them until Jack Wood realized that his home, his children and himself meant less than nothing to his so-called wife, when, according to their strange and very childish way of thinking, he would come and set her free. For about a month Mrs. Howard had been living in that green country home while her own husband and children in a suburb of Iowa waited impatiently for her return. She had watched with wonder, amazement and a

Ten point, set solid — Versatile Initial

THE BEGINNING OF SUSPICION

CHAPTER III

HARRY was fond of exhibiting to his young friends this treasure to which he always returned the more enamoured for his vagary and its opportunity of comparison. Only women he would not permit. In general, he held that all women, without exception, put evil in each other's heads and helped each other on to carry out the mischief already there in embryo. Also in particular, he would have felt that he was committing a gross breach of the proprieties, not to say the decencies, had he introduced a woman of Susan's origin and history, to the wives and sisters of his friends; and her, for reasons which it was not necessary even to pretend to conceal, he absolutely forbade having anything at all to do with the kinds of women who would not have minded had they known all about her. Thus, her only acquaintances, her only associates, were all certain carefully selected men. He asked to dinner or to the theatre or to supper, only such men as he could trust. And trustworthy meant physically unattractive. Having small and dwindling belief in the mentality of all women, and no belief whatever in mentality as a force in the relations of the sexes, he was satisfied to have about her any man, however clever, provided that he was absolutely devoid of physical charm.

The friend who came oftenest was Billy Dawis, a gifted playwright, who had been his chum at college and had got him many proofs of true friendship. Dawis, he would have trusted alone with her on a desert island

Eight point, opened with one point leads

STYLE in printing is the manifestation of good old tradition as influenced by each workman's environment, the very conditions under which he lives, as well as his learning; and a printer resolutely bent on design rather than execution will overlook irregularities in order to express himself with that intangible something that always marks his good work

Eighteen point, opened with two point leads — Ovolo Border

18 Point No. 2 — 13 A $2 10 26 a $2 00 $4 10

STUDY SIMPLE AND LEGIBLE DESIGNS

Effective job printing is essentially plain printing in well chosen and properly contrasted letters and colors

18 Point No. 1 — 15 A $2 00 30 a $2 00 $4 00

OPPORTUNITIES FOR PROGRESSIVE MANAGER

The initial work of any sales department is to make the most of existing conditions and thus turn popular demands into profits

14 Point — 20 A $1 85 40 a $1 75 $3 60

CONVINCE THE CUSTOMER

Those who have excelled in the art of printing have had more than average literary ability. They succeed because they express clever ideas convincingly

12 Point — 25 A $1 70 50 a $1 70 $3 40

PROVED ADVERTISING RESULTS

Increase of advertising brings an increase of business, and this increase naturally reduces selling costs. The successful advertising man is primed with statistics that will prove this assertion beyond every doubt $1234567890

10 Point — 31 A $1 65 60 a $1 50 $3 15

DESIGNER SHOULD CREATE IDEAS

The printing press, like the weaving machine, is often looked upon as merely a mechanical means for duplicating the work of the pattern designer

8 Point — 32 A $1 40 63 a $1 40 $2 80

THE IMPORTANCE OF PROPER SPACING

Few employing printers realize that the highest skill of every compositor is displayed in his use of spacing materials. Give two men the same copy and the same type faces, then note the great difference due to spacing

6 Point — 36 A $1 25 70 a $1 25 $2 50

DIFFICULT TO ESTIMATE NON-PRODUCTIVE TIME

Even the efficient estimator cannot calculate by any known method how much time the compositor will lose through the type case being nearly empty of most of the characters and entirely empty of some, or how much time is lost hunting for leads and slugs $1234567890

These Special Characters *A B D E G M N P R Y* Furnished with Each Font

THE ARTHUR R. NORTON COMPANY

INVITE YOUR CRITICAL INSPECTION OF

NECK ORNAMENTS & BANGLES

Every conceivable shape and design of Necklaces and Neck Ornaments will be found in this collection. The careful buyer will find here a wealth of beautiful effects in combinations of Diamonds, Pearls, Emeralds, and other precious stones, in distinctive settings of gold or platinum

FOURTEEN LEXINGTON SQUARE — *STORE CLOSES AT NINE O'CLOCK*

Halon Silver is Superior

A DISTINGUISHED REPUTATION

A reputation for Halon Silver has been established on the basis of quality of pattern, workmanship and material. The Halon designs are of unusual artistic worth. The finish, wrought by hand, gives the ware a distinctive and lasting beauty that pleases the critical buyers

BROADWAY at 19th Street THE HALON COMPANY *of* NEW YORK *FIFTH AVENUE at 47th Street*

CHARACTER

plus STRENGTH *and* SERVICE

These are the Elements you should look for in a Bank

THE Farmers Bank of Ardon has *character,* or it could not have transacted business uninterrupted for ninety years. It has *strength* with resources to meet every demand, and it gives satisfying *service*

FARMERS BANK

OF ARDON, GEORGIA

MADE IN USA

Royal Paper Company

MANUFACTURER OF HIGH-GRADE

BOND & LEDGER PAPER

Paper Bags & Twine

Represented by

HORACE STONER DETROIT, MICH.

Trade Emblem

PROGRAMME

ORPHEUS CLUB

November Eighth

BARITONE
On the Road to Mandalay SPEAKS

CONTRALTO
(*a*) *A Dream* BARTLETT
(*b*) *The Sunbeam* RONALDS

SOPRANO AND TENOR
Duet from La Traviata VERDI

BARITONE AND CONTRALTO
Tales of Hoffman OFFENBACH

SOPRANO
(*a*) *Aria from Carmen* BIZET
(*b*) *Mad Scene, Lucia* DONIZETTI

TENOR
Barber of Seville ROSSINI

Chic Decorator

CARL J. HARVEY

Designer of Distinctive Catalogues, Booklets, Folders and High-Grade Newspaper Advertising

FORTY-SIX CHASE STREET
NEW YORK CITY

Patent applied for

Quick-Set Roman

TRADE-MARK

Only four sets (or widths) for entire alphabet of caps, small caps, lower case, figures, and points. This type can be set, justified and corrected faster than any type heretofore designed. *Buy a font and try it.*

Considering the small investment in a font of Quick-Set Type as compared with the large investment in a composing machine, the overhead of interest, taxes, rent, power, light, repairs, depreciation in machine and metal, and the high wages for machine operator, etc., Quick-Set Type will cost the small daily or large weekly less money for composition than if done by machine.

6 Point 30 A $1 20 58 a $1 35 $2 55

SOME REFLECTIONS ON THE GROWTH OF PHOTO-ENGRAVING DURING THE LAST DECADE, AND PROSPECTS OF ITS FURTHER DEVELOPMENT THAT WILL PROVE OF CONSIDERABLE ADVANTAGE

REPLACEMENT of the photo-litho transfers by prints on the zinc direct improved the quality of etchings to a degree where magazines were ready to give them place; and the discovery of the four-way powdering method reduced the length of the etching process as well as the amount of skil available for the daily press. The mechanical draftsmen of t from architects' offices or machine works and trained to mak in imitation of wood-cuts and even of steel engravings began students from the art academies and schools of design. These transcendentals of their art and taught to understand that th effects would vanish in the reproduction of one-third size or l

Opened with one point leads

8 Point 26 A $1 35 50 a $1 55 $2 90

A REVIEW OF STATIONERY RELATING TO T PRINTER WITH OBSERVATIONS BY THE AU

BUSINESS stationery, to possess sales value shou pleasing. In other words, attractiveness is prob of good advertising in any item of printed matte attractive appearance of stationery and its adv old thing which invites a second look, or more, l impresses the recipient will think of such a firm need of the community or service offered by thou tion will differ on what constitutes attractivenes business. Tastes differ, and what one admires a design, represent perfection from an artistic sta in so far as influencing opinion in favor of the fi making of sales. Good printing alone will not se goods, and although it will no doubt create a fa it is not enough. Correct wording of itself will n power of a design to attract attention, will neve

Opened with one point leads

10 Point 22 A $1 40 45 a $1 75 $3 15

EFFECTIVENESS OF COLOR-PROCE FOR THE REPRODUCTION OF ARTIC

MANY concerns have wanted to present t equipment and methods to the eyes of th public by means of illustrations, but ha could be adduced in favor of the idea th that nothing is lacking of perfection. Cr of doing so. Everybody recognizes that it is not possible to get an effective representation by the use of black-and-white photographs. It is necessary to use color, and the average way of doing this is to turn the black-and-white print over to an artist, who tries to embellish the photograph by painting in various details and effects and putting the color on by hand. In the case of

Opened with one point leads

12 Point 19 A $1 55 38 a $1 90 $3 45

CLEANSING A HALFTONE

THE USE of carbolic acid as a softener of hard ink, both on plates and rollers, is also good. This liquid causes the acid to react, but the solution is weak and no harm results from a moderate application

Opened with one point leads

14 Point 16 A $1 70 32 a $2 05 $3 75

LEGIBLE TYPE FACE

Introducing a new face that is at once beautiful and legible. It is cut to only four widths which makes for more speed in setting and spacing out

Opened with one point leads

18 Point 12 A $1 95 22 a $2 20 $4 15

IDEAL SAMPLES

The men who want to achieve success in the printing line should install new methods and types

Set solid

SMALL CAPS, from 6 point to 12 point inclusive, are fonted separately and sold at a uniform price of 50 cents.

Quick-Set Italic and **Quick-Set Bold**

TRADE-MARK TRADE-MARK

Patent applied for

QUICK-SET ITALIC

TRADE-MARK

18 Point 12 A $2 00 21 a $2 15 $4 15

EXPERT IN TRADE
Interesting lecture on better printing by the presswork instructor

14 Point 17 A $1 75 32 a $2 05 $3 80

SECURED PAPER STOCK
Before prices in the paper industry became high wise printers secured enormous quantities of paper cheaply

12 Point 20 A $1 60 39 a $1 85 $3 45

APPROPRIATE FOR EMPHASIS
Italic is especially useful where a few words or phrases want an added emphasis, or when foreign words are employed $1234567890

10 Point 23 A $1 45 45 a $1 75 $3 20

TO OBTAIN CORRECT COUNT
Hand counting is often done when disputes arise or when amount is not enough to warrant the setting of a counter. Full quantity should be known when job goes to binder

8 Point 26 A $1 30 50 a $1 55 $2 85

DUTIES OF A HEAD PROOFREADER
Executive ability is one of the requisites of a head proofreader, who should show tact in the selection of readers and their copyholders. The competent supervision of readers' work is only possible when a head proofreader is himself thoroughly acquainted with all details of the work

6 Point 30 A $1 20 57 a $1 35 $2 55

COLLECTING MANY OVERDUE ACCOUNTS
After gaining an audience with a tardy buyer the collection clerk or salesman ought diplomatically to present his claim, absolutely avoiding all forms of intimidations or threats, as these measures will only antagonize the customer. Approach him in a friendly spirit, and the chances are $1234567890

Patent applied for

QUICK-SET BOLD

TRADE-MARK

10 Point 23 A $1 50 45 a $1 70 $3 20

INDIVIDUAL HOUSE ORGANS
Publications issued to further the business interests of firms should faithfully represent the products manufactured by those concerns

8 Point 26 A $1 30 49 a $1 50 $2 80

ELECTRICITY AND PAPER WORRIES
Many troubles with stock in pressrooms are due to presence of static electricity in the paper, created by friction either during the process of manufacturing or while the stock is subsequently handled

6 Point 29 A $1 20 58 a $1 30 $2 50

CONTOUR OF THE TYPE A STRONG FACTOR
The shape or outline of a type design often adds to or detracts from the appearance of a specimen of typography. One of the main considerations in the arrangement of a group of display lines let us say is variation in the length of lines, the longest lines rightly belonging at or near the top $1234567890

18 Point 12 A $1 95 21 a $2 10 $4 05

BALANCE SHEETS
Saving a few minutes every hour is effected

14 Point 16 A $1 70 31 a $2 05 $3 75

QUICK-SET BOLD TYPES
Newspapers will find these type faces very useful and of extra wearing qualities

12 Point 20 A $1 60 38 a $1 85 $3 45

HARMONIOUS COMBINATIONS
Type and borders should always be carefully selected with an eye to their suitableness $1234567890

Franklin Gothic Italic (Non-Kerning)

72 Point — 3 A $8 15 4 a $5 60 $13 75

ENSURING
Big Results

60 Point — 3 A $7 15 4 a $4 60 $11 75

FINE DESIGN
Making Profit

48 Point — 4 A $4 40 5 a $3 25 $7 65

RECENT SERIES
Highly Gratifying

42 Point — 4 A $3 30 6 a $3 10 $6 40

GROUPS COMBINE
Dealers incorporate
legitimate company

For other members of the Franklin Gothic Family see pages 738-747 of the American Specimen Book of Type Styles (1912)

Franklin Gothic Italic (Non-Kerning)

36 Point — 5 A $2 75 7 a $2 50 $5 25

BRINGING NEW LINES
Franklin italics pleased
wise printing merchant

30 Point — 5 A $2 25 8 a $2 10 $4 35

PRINTING FINEST POSTER
Made possible by combining
originality with good display

24 Point — 6 A $1 85 9 a $1 65 $3 50

DISTINCTIVE HOMES REQUIRED
Exceptional architectural painting
exhibited showing new tendencies

18 Point — 8 A $1 55 14 a $1 70 $3 25

SUBMARINE FREIGHT
Large submersible with
rich cargo near capture

14 Point — 11 A $1 40 21 a $1 60 $3 00

MANY EMINENT PRINTERS
Black italic in the composing
room is as necessary as black
ink in the cylinder pressroom

12 Point — 14 A $1 30 27 a $1 45 $2 75

NEW EQUIPMENT FOR OLD TYPE
Two distinct and noteworthy points
are apparent at first glance, namely
legibility $1234567890 sturdiness

10 Point — 15 A $1 15 30 a $1 35 $2 50

DIGNIFIED HORSES CANTER
Meadow bisected by wide path
forms amphitheatre where the
equine performer is on exhibit

8 Point — 18 A $1 05 36 a $1 20 $2 25

RAILROAD SPANS THE RIVER TIMIK
Wonderful engineering feat completed
in spite of poisonous tropical vegetation
cholera and $1234567890 quicksands

6 Point — 19 A $0 95 39 a $1 05 $2 00

HAPHAZARD HOLLOW FREED FROM PEST
The inhabitants of this quaint and rustic town
feel relieved over the fact that the committee
appointed by the mayor has gained control of
the scourge which threatened to kill the crops

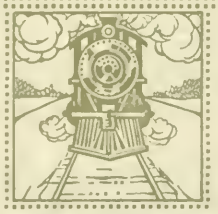
5 Point — 19 A $0 95 38 a $1 05 $2 00

THE FIVE POINT AS EASY TO READ AS SIX POINT
Compositors will find this size very useful many times
by reason of its being thoroughly readable and at the
same time possessing the valuable and useful quality
of not occupying a $1234567890 great amount of space

For other members of the Franklin Gothic Family see pages 738-747 of the American Specimen Book of Type Styles (1912)

Franklin Gothic Italic in Display

Railroad Lines Keep Schedule



O. K. PLATES MEET ALL DEMANDS O.K.

Modern railways are run along certain lines, trains being received and dispatched on the schedule in force. All Printing Plates must be delivered at stated intervals in much the same manner. Your presses are started and stopped at given intervals. Engraving delay is felt in pressroom, bindery and mail room.

O.K. Cuts are Never Late

Versatile Ornament Lithodot Brass Rule

POWER TALKS

RING MOTORS have a great advantage in possessing a sure and absolute speed control which means reducing the amount of current metered each time you place the speed levers below maximum point

BOTH ALTERNATING AND DIRECT CURRENTS

Ring Motor Co.

EAST SCRANTON : PENNSYLVANIA

WRITE US NOW AND LET US SHOW YOU HOW AND HOW MUCH WE CAN REDUCE YOUR COST

RING SERVICE

SITUATED on the St. James River, at the foot of Montague Street, the Ring Motor Co. has unexcelled shipping facilities; with tracks at the door and docks in the rear, it is in a position to send motors to any point in America without any delay. Every motor is tested in a thorough and honest manner before leaving the shops, and if your Ring Motor fails to perform as it should please notify us and we will pay all repair bills due to faulty workmanship on our part or send a new motor free of charge. "Service that Satisfies."

Industrial Ornament

Franklin Gothic Italic in Display

BASE BALL TO-DAY AT 2:45
South Broadford vs. Clarkdale
Don't miss the Tuesday Games

THESE BOOKLETS FURNISHED FREE UPON REQUEST

GOLF

We Plan and Construct Courses

For Private Estates Country Clubs Hotel Grounds and Home Lawns

JAMES JOHNSON & CO.
1420 BROADWAY

Golf Illustrator

THE BROOKLYN GUN CLUB

MR. AMERICAN: LEARN TO SHOOT AND TO SHOOT STRAIGHT

BE PREPARED TO DEFEND YOUR COUNTRY

JOIN THE NEW GUN CLUB AT ONCE

ANNUAL DUES $50

Trap Shooter

STRONG DISPLAY FOR MODERN PRINTING

Caslon Shaded

PATENT APPLIED FOR

84 Point — 3 A $9 80 4 a $5 90 $15 70

ENOUGH
Machinery

72 Point — 3 A $8 70 5 a $5 80 $14 50

BEARINGS
Tightly Held

60 Point — 3 A $6 95 6 a $6 10 $13 05

SMOULDER
Unjust Profits

48 Point — 4 A $4 80 8 a $4 45 $9 25

REIMBURSING
Careful Purchaser

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

Caslon Shaded

PATENT APPLIED FOR

42 Point — 4 A $3 90 8 a $3 75 $7 65

DEMAND TERMS
Profitable quotation
solicited from dealer

36 Point — 5 A $3 35 8 a $2 75 $6 10

QUESTIONS TESTED
Found series throughout
harmonious and aligned

30 Point — 6 A $2 75 11 a $2 60 $5 35

HOTEL SEASON OPENED
Thousands throng boulevards
enjoying beautiful decorations

24 Point — 7 A $2 25 13 a $2 15 $4 40

ERECT MODELS
Advertising quality
question advocated

18 Point — 11 A $2 05 20 a $2 00 $4 05

STUDENTS INSURED
Energetic agent employs
new method successfully

14 Point — 15 A $1 75 30 a $2 00 $3 75

ELECTION RESULTS
Both candidates positive
victory theirs tomorrow

12 Point — 17 A $1 65 34 a $1 75 $3 40

MAKES RECORD FLIGHT
Aeronaut shows ability while
flying $1234567890 airship

10 Point — 24 A $1 65 40 a $1 50 $3 15

PRINTS HANDSOME FORMS
Customers requesting heavy open
line assured of attractive printing

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

DUBLIN ACADEMY OF ART AND SCIENCE

Official Guide through the

Classic Sculpture

This Collection contains early French and Italian Classic Sculpture newly purchased by the Dublin Academy and also Greek Statues privately loaned

Admission One Shilling a Person, which Amount will be transferred to the National Benefit Society of Art School Graduates

Exhibition Open Dail

Ovolo Border Wayside Ornament

NEW YEAR GREETING 1918

B D

May Fortune and Happiness always accompany your steps and may the bright shine of satisfaction sparkle on your face like the Bend Diamonds in our New Show Windows

THE BEND DIAMOND STORE

McCall's Building

Floral Decorator

NIBS

The Best Cakes Ever Produced

FREE TRIAL TOMORROW

RECKE'S PURE FOOD STORE

25 Broad Street

Holiday Decorator

Heavy Caslon and Caslon Shaded will register one over the other for two-color printing as shown above

REMPEIR

Seven Passenger Car

The trim, clean, compactly designed six-cylinder motor accelerates from a walking pace to fifty-five miles in an hour. This motor wins you by its power and flexibility as it does by its fine smoothness, even at highest speed. It excites admiration and genuine appreciation of six-cylinder qualities. As to the body: it is a beauty with the so much favored tonneau cowl, flush doors and deep upholstery. It is the perfection of finish as well as the roominess of this fine car that makes it second to none. We emphasize the ease of riding. This has been our motto, and is intensified in this splendid, new model

$985

Ask your dealer or write us

MUENKRED

MOTOR COMPANY, BORNE, ME.

Concrete Border

As an art, printing is doubtless inferior to painting or sculpture, but the latter arts are only exact evidences of civilization, while printing is the real Creator of Civilization

Heavy Caslon and Caslon Shaded will register one over the other for two-color printing as shown above

Typotabular Gothics

These Gothic letters have been selected as representing the faces used on card index and blank form work, and are cast on em body, en body, and ⅔ em body, with a few exceptions, as noted. As will be appreciated by every printer, it is not possible to obtain first-class typographical results with letters cast on a uniform set, but the saving of time is so great that in many cases—and especially on low-priced blanks—it is price and not typographical excellence that secures the order.

The ruled portion of form is set in Typotabular Squares (pamphlet explaining use of same sent on request), including the box headings. Typotabular Gothics are then composed for the headings and the requisite number of "Squares" removed from the box heading, and the type inserted. Quite frequently no justification is necessary, and, at most, a space or two will exactly justify the line. These spaces are furnished with the font, and are high, so as to be easily removed. If one-point down rules are used, a one-point brass lead is inserted in the box to justify it with the column below. The rule beneath the box—to get the wax effect—should be one point longer than the width of the column, or two points longer if two-point down rules are used.

Small fonts of Boxhead Rule are furnished for this purpose, including a small case, prices of which will be sent on application.

6 Point Typotabular Gothic No. 1 ABCDEFGHIJKLMNOPQRSTUVWXYZ .,;:-'!? $1234567890& 19A $1 00

All characters are cast on 6-point set, except Caps I and J, figure 1, and points, which are cast on 3-point set.

6 Point Typotabular Gothic No. 2 ABCDEFGHIJKLMNOPQRSTUVWXYZ .,;:-'!? $1234567890& 29A $1 00

All characters are cast on 4-point set, except Cap I, and points, which are cast on 2-point set.

DATE		POSITION		SALARY		PER		RECORD AND REMARKS
MO.	DAY	TIME WORK	PIECE WORK	DOLLARS	CTS.	WEEK	HOUR	THIS RECORD MUST BE O.K.'D BY FOREMAN

6 Point Typotabular Gothic No. 6 ABCDEFGHIJKLMNOPQRSTUVWXYZ .,;:-'!? $1234567890& 19A $1 00

All characters are cast on 6-point set, except Caps I, J, and points, which are cast on 3-point set.

6 Point Typotabular Gothic No. 8 ABCDEFGHIJKLMNOPQRSTUVWXYZ .,;:-'!? $1234567890& 34A $1 00

All characters are cast on 3-point set, except Caps I and J, which are cast on 1½-point set.

NAME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	RATE	CLASS	AMOUNT

6 Point Typotabular Gothic No. 3 ABCDEFGHIJKLMNOPQRSTUVWXYZ .,;:-'!? $1234567890& 35A $1 00

All characters are cast on 3-point set, except Cap I, which is cast on 1½-point set.

6 Point Typotabular Gothic No. 4 { ABCDEFGHIJKLMNOPQRSTUVWXYZ $1234567890& / abcdefghijklmnopqrstuvwxyz .,;:-'!? } 20A 39a $2 00

All Caps are cast on 6-point set, except Caps I and J, which are cast on 3-point set. Points are 2-point set and figures 4-point set. Lower case is cast on 4-point set, except f, i, j, l, r and t, which are cast on 2-point set, and m and w, which are cast on 6-point set.

Size No.	Size Inches	Size Over All	Length and Breadth	SIZE OF MATERIAL								Price Complete
				INSIDE		OUTSIDE		FRONT		BACK		
				WIDTH	LENGTH	WIDTH	LENGTH	WIDTH	LENGTH	WIDTH	LENGTH	

6 Point Typotabular Gothic No. 5 ABCDEFGHIJKLMNOPQRSTUVWXYZ .,;:-'!? $1234567890& 29A $1 00

All characters are cast on 4-point set, except Caps I, J, and points, which are cast on 2-point set.

6 Point Typotabular Gothic No. 7 ABCDEFGHIJKLMNOPQRSTUVWXYZ .,;:-'!? $1234567890& 19A $1 00

All characters are cast on 6-point set, except Caps I and J, figure 1, and points, which are cast on 3-point set.

DESCRIPTION	DIMENSIONS			WEIGHT	NUMBER	SIZE	BOXED
	HEIGHT	LENGTH	WIDTH				

Spaces necessary for justification are included in each font.

Adscript Series

PATENTED MAY 9, 1916

48 Point — 4 A $4 15 11 a $4 40 $8 55

Prosperity Expectations
Beautiful Descriptions Returned

36 Point — 4 A $2 95 13 a $3 55 $6 50

Advertising School Diplomas
Gracefully Designed American Specimen

Clear $1234567890 Figures

Electric Fixtures — Kitchen Appliances

The House Electric
Seventeen Lafayette Avenue
Philadelphia

Vacuum Cleaners — Sewing Machines

les Harrison
President
nd National Bank

Cleveland, Ohio

24 Point — 6 A $2 30 19 a $2 70 $5 00

Unusually Optimistic Printers Entertaining
Dignified Adscript Beautifies Commercial Announcement
Exemplify Magnificent Harmony

18 Point — 9 A $2 00 28 a $2 60 $4 60

Charming Qualification Noted
Durability of Adscript Pleased Critics
Honest Specification
Typographic Advertisement

12 Point — 11 A $1 45 44 a $2 20 $3 65

Superior Printing With American Type
Customer Admires Simplicity
Progressive Foundry Designing New Specimen
Abundance of Material Necessary
Spring Announcement

Here is a series that appears to be a script, yet it is not exactly a script, for the letters are cast in a regular straight body and there are no kerns or overhanging characters; the letters do not join as in the script type, and there are no hair-lines. Adscript is cast point set and the capitals and lower case of various sizes can be used together, a thing not practicable when using regular script faces.

Invitation Shaded in Display

PATENTED MAY 9, 1916

24 Point 6 A $2 40 10 a $2 10 $4 50

BRINGING

Define Style

18 Point 9 A $1 95 18 a $2 15 $4 10

HEARD TUNE

Guest Returned

14 Point 13 A $1 80 25 a $1 90 $3 70

NOTICES MAILED

Introduce Advertiser

12 Point 15 A $1 70 30 a $1 90 $3 60

COMPOSED HYMNS

Obtained Employment

10 Point 16 A $1 55 32 a $1 70 $3 25

DIGNIFIED SPECIMEN

Invitation Shaded for fine stationery $1234567890

THE STARLEN INSTITUTE OF COMMERCIAL COURSES

SPRINGFIELD OHIO

Opens on July second Nineteen Eighteen

Floral Decorator

You are cordially invited to attend the Annual Midsummer

Exhibition of Modern Sculpture and Lectures on Art

Held under auspices of The Punxsutawney University Art League of the State of Pennsylvania and the Officers of Cadmus Art Institute

Main galleries of Metropolitan Art Museum July eighth and ninth

Lithograph Shaded

PATENTED JULY 25, 1916

18 Point No. 8 — 6 A $2 50

SHADING

18 Point No. 7 — 7 A $2 50

BRIGHTER

12 Point No. 6 — 10 A $2 00

MADE TONES

12 Point No. 5 — 12 A $2 00

QUICK VERDICT
PROMISE IDEAS

12 Point No. 4 — 16 A $2 00

DEMANDED RETURN
INSPIRING PRINTER

6 Point No. 3 — 18 A $1 50

REGARDED MAGNIFICENT
MENTION UNIQUE DESIGN

6 Point No. 2 — 21 A $1 50

HANDSOME SPECIMENS SHOWN
SOUGHT MODERNIZED OUTFITS

6 Point No. 1 — 25 A $1 50

PUBLISHERS COMPLIMENTED ARTIST
RETAIN EXPERIENCED COMPOSITORS

INSTRUCTION

THOROUGH AND CONSCIENTIOUS

VIOLIN AND
PIANO

MRS A. J. WEIR
PIANO AND ACCOMPANYING

MR A. J. WEIR
VIOLIN AND ORCHESTRA CLASS

MOLIQUE
CONSERVATORY
OF MUSIC

ADVANTAGES
STUDENTS' CONCERTS AND
ORCHESTRA CLASS

Set in Lithograph Shaded and Lining Copperplate Roman

COLONIAL TEA DANSANT

OLYMPUS GARDEN

WASHINGTON'S BIRTHDAY

AFTERNOON AND EVENING, FOUR TO SEVEN

EXHIBITION DANCING, MINUET IN COSTUME

FASHION TEA DANSANTS
EVERY THURSDAY

MISS HARMSMITH AND MISS ROMAINE

ADMISSION $1.00

WHICH INCLUDES TEA AND GENERAL DANCING

Cheltenham Extrabold Shaded

PATENT APPLIED FOR

48 Point — 3 A $5 15 4 a $3 60 $8 75

NOMINAL COST
Instruct Kinsmen

42 Point — 4 A $4 20 6 a $3 70 $7 90

REQUIRED NOTES
Handsome Creation

36 Point — 4 A $3 25 7 a $3 30 $6 55

SUPERB NUMBERING
Displayed Handsomely

30 Point — 5 A $2 90 8 a $2 70 $5 60

CALIFORNIA EXPOSITION
Prosperous Merchant Dined

24 Point — 6 A $2 35 9 a $2 05 $4 40

MODISH DESIGN
Supremacy Noted

12 Point — 14 A $1 60 26 a $1 85 $3 45

POPULAR SHADED TYPE
Equip your office with this modish series and increase your $1234567890 income

18 Point — 8 A $1 85 15 a $2 10 $3 95

GRANTING REQUEST
A new type creation of the Cheltenham Family

10 Point — 16 A $1 50 30 a $1 65 $3 15

ORIGINATED PROFICIENCY
Printers should aspire toward producing the results that are beautiful as well as striking by noting the qualities of this type

14 Point — 11 A $1 65 22 a $2 05 $3 70

BEAUTIFUL INCLINATION
Discerning printers are sure to note this modish type face

8 Point — 17 A $1 30 35 a $1 50 $2 80

INCREASED PRODUCTION SHOWN
The greatest factor in building a live printing business is the type. It is the great power that animates or retards the growth $1234567890 of an office

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

Cheltenham Extrabold Shaded in Display

SPRING MODES

A WEALTH OF FASHION NEWS
OF ABSORBING INTEREST TO EVERY WOMAN
WHO CARES FOR STYLE

THE ORIGINAL PARIS CREATIONS

CORRECT AND EXCLUSIVE
SPRING APPAREL FOR ALL OCCASIONS

Hetmon Publishing Company

PRICE 25 CENTS

Lithotone Brass Rule Floral Decorator

THE
MARKES
REMOVABLE
RIM

EVERY RIM A UNIT OF
SPEED

The Modern Method

Lithotone Brass Rule

HOLDEN
ALUMNI

Class of '89

THE
HOLDEN LAW
SCHOOL

New York City

Ovolo Border Floral Decorator

Cheltenham Bold Shaded

PATENTED SEPT. 14, 1914

72 Point — 3 A $7 80 4 a $5 00 $12 80

RENUMBER

Strong Medal

60 Point — 3 A $6 80 4 a $4 40 $11 20

BRIGHT MIND

Guide Departed

48 Point — 3 A $4 20 5 a $3 30 $7 50

SUPERB DESIGNS

Leading Conception

42 Point — 3 A $3 20 6 a $3 05 $6 25

EMINENT PRINTERS

Dignified Shaded Effect

Meritorious Enterprises

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

Cheltenham Bold Shaded

PATENTED SEPT. 14, 1914

36 Point — 3 A $2 65 6 a $2 55 $5 20

GRANITE MONUMENTS
Saved Expensive Catalogue
Examines Beautiful Printing

30 Point — 5 A $2 35 8 a $2 10 $4 45

DESIGNS MANY BROCHURES
Compliments Merchant Profusely
Homeric Stories Quite Interesting

24 Point — 5 A $1 70 10 a $1 85 $3 55

PRINTING METHODS DISCOVERED
Graceful American Styles Increase Profit
Highest Typographic Quality Maintained

18 Point — 8 A $1 55 15 a $1 70 $3 25

HANDSOME CHARACTERS BRING RETURNS
Energetic Compositor Received Substantial Salary
Largest Printing Dividend Thoughtfully Considered

14 Point — 11 A $1 45 22 a $1 60 $3 05

METHOD REDUCED EXPENSE
Gainful systems are regarded most desirable by all managers. Quicker methods bring increased dividends

10 Point — 14 A $1 20 27 a $1 30 $2 50

ENCOURAGES IMPROVEMENT
Often a very small number of really desirable changes in office methods and equipment will yield handsome returns. Try several new ideas now

12 Point — 13 A $1 30 26 a $1 50 $2 80

SELECTING MODERN EQUIPMENTS
Prominent printers throughout the whole country endorse the purchase of efficient materials of modern make $1234567890

8 Point — 16 A $1 05 33 a $1 20 $2 25

GREATER HARVEST NOW OBTAINED
Printers in every section enjoy the greatest prosperity known to the craft. New life has been the direct result of pleasing type faces in the advertising field. Many benefits have reached the printer this way $1234567890

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

Cheltenham Bold Shaded in Display

Confidential Chatter

OVERHEARD AT THE LITTLE INN AROUND THE CORNER
WHERE ALL GOOD PRINTERS MINGLE

"SAY, Bob; there was a silver-tongued orator in the shop to-day trying to sell the Boss one of those machines that make type while you wait. He said, 'Why, it is just as simple as a wart on a pickle. All you have to do is merely to press the button and pull the lever, and the type rolls out like coal down the scuttle.' Well, the Boss gave him one of those fade-away smiles and said: 'Young fellow, I bought one of those infernal machines last year. There it is over in the corner. It makes type all right, but who in the name of thunder would print anything with that kind of type?'"

American Type Founders Co.

nd Maker of Durable Type

Lithodot Brass Rule

THIRD ANNUAL

EXHIBITION

BOSTON ASSOCIATION OF
PRINTING DESIGNERS

Catalogue

PEABODY INSTITUTE
NOVEMBER SEVENTH AND EIGHTH
NINETEEN-EIGHTEEN

Lithotone Brass Rule Floral Decorator

THE IROQUOIS SOCIAL

LUNCHEON

EMERSON HOTEL — JANUARY TENTH

Radishes — Cold Slaw
Celery — Olives

Chesapeake Bay Terrapin Soup

Roast Maryland Turkey

French Peas — Sweet Potatoes

Richelieu Ice Cream

Coffee

MUSIC BY FARSON'S ORCHESTRA

Lithodot Brass Rule Floral Decorator

Cheltenham Bold Shaded in Display

MYERS &
HANISON
DECORATORS

WISH TO INFORM THEIR PATRONS AND FRIENDS THAT THEY WILL HAVE AN UNUSUAL AND MOST COMPREHENSIVE SHOWING OF IMPORTED WALL PAPER DESIGNS AT THE PHILADELPHIA ART AND INDUSTRIAL EXHIBITION WHICH WILL BE HELD IN THE SECOND REGIMENT ARMORY FROM MARCH FIRST TO SEVENTEENTH OPEN AFTERNOONS AND EVENINGS

Booth Number Twenty-seven
Eastern Section of First Floor

Lithotone Brass Rule

Mariston's
Wisdom of
Doing One
Thing Well

A Little Book of
Big Facts About
Silver and Gold

Chic Decorator

Mariston & Sons
124 Fayette Street

J

BEATRICE RANDOLPH JORDAN
MILLINER

41 Chase Street New York City

Floral Decorator

NEW ORLEANS

ILLUSTRATIONS AND STATISTICS SHOWING
THE FACILITIES OF THIS SEAPORT

THE SOUTHERN REAL ESTATE COMPANY
1524 CONTINENTAL BUILDING, NEW ORLEANS, LOUISIANA

Lithotone Brass Rule

Cheltenham Bold Italic Shaded

PATENT APPLIED FOR

72 Point — 3 A $9 75 5 a $7 15 $16 90

COUNTING
Busy Scholar

60 Point — 4 A $6 95 6 a $5 75 $12 70

DISTINGUISH
Pleasing Design

48 Point — 4 A $5 30 7 a $4 90 $10 20

HONEST MEANS
Remarkable Benefit

36 Point — 5 A $3 65 8 a $3 25 $6 90

SPECIMENS REQUIRED
Large Demands for Artistic
Brochures Neatly Executed

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

Cheltenham Bold Italic Shaded

PATENT APPLIED FOR

30 Point — 6 A $3 05 9 a $2 45 $5 50

PRINT DIGNIFIED PROGRAM
Modern tendency of typographer on high class program work leans toward simplicity in arrangement

24 Point — 7 A $2 35 12 a $2 30 $4 65

SELECTED PRINTING EQUIPMENT
Management of leading establishment to install complete steel outfit in composing room, and thus secure greatest efficiency

18 Point — 10 A $2 15 17 a $1 95 $4 10

ENERGETIC SUPERINTENDENT REQUIRED
Present-day problems that confront master printers demand for their solution the services of intelligent and experienced executives as heads of departments

14 Point — 14 A $1 90 26 a $2 00 $3 90

COMPREHENSIVE MEASURE
Estimates on printing jobs should include a fair allowance covering the wear and tear on type faces as well as depreciation of machinery

10 Point — 18 A $1 60 36 a $1 65 $3 25

ADVERTISER COMMENDABLE
Especially desirable as one element toward effectiveness in advertising copy is to convey the impression of sincerity. Advertisers should strive to use candid but simple statements

12 Point — 16 A $1 65 29 a $1 75 $3 40

ORIGINAL ADVERTISING SCHEME
The printer who is desirous of obtaining profitable orders should be able to create publicity schemes that will stimulate the business of his customers $1234567890

8 Point — 21 A $1 35 40 a $1 45 $2 80

ECONOMICAL LOOSE-LEAF SYSTEM
To-day all progressive business houses are users of loose-leaf and card index systems, finding them very labor-saving. The makers of these devices have grown to corporations capitalized in the thousands $1234567890

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

Cheltenham Bold Italic Shaded in Display

Nifty Cravats

Four-in-Hands at the Manufacturer's Prices

YES, THE CORRECT FALL CRAVATS ARE HERE. YOU CAN SELECT THE STYLES WHICH BEST SUIT YOU. IT WILL PAY YOU TO COME AND INVESTIGATE THESE

QUICK action on our part gave us a chance to take the first choice of an elegant line of neckwear made up for this coming Fall trade. We picked the best patterns of a $1000 stock. Regular $1.50 and $2.00 values. Must be seen to be appreciated. Why not get out of the fifty-cent crowd by treating yourself to a regular necktie once in awhile? The silk

Rodgers'

HABERDASHERS

"The Store of Perfect Service"

Lithotone Brass Rule

MODERN EDUCATOR

for September

IN THIS ISSUE:

How to Study
Our Mother Tongue
The Principal
Schoolroom Ethics
Success A Poem
The Month's Mail

THE OLD RED SCHOOLHOUSE
Photogravure
From the Original Painting
Courtesy May & Co.

MONTGOMERY PRESS
SAINT LOUIS

Lithotone Brass Rule Floral Decorator

THE
LOYAL KNIGHTS
OF ADAM

CORDIALLY INVITE
YOU
TO ATTEND
THEIR
THIRD ANNUAL
BANQUET
TO BE GIVEN AT
THE
HOTEL GRAND
MAY FIRST
FOUR O'CLOCK

Please Present This Card
at the Door

Lithodot Brass Rule

Cheltenham Bold Italic Shaded in Display

Patrons of the Rialto

YOUR ATTENTION IS RESPECTFULLY CALLED TO THIS NEW PICTURE

THE IRON JAWS

Thrilling and Sensational
Full of Surprises

The First Installment of The Iron Jaws will be shown at the Rialto Temple of Motion Pictures on Tuesday, August Sixth

Lithotone Brass Rule
Floral Decorator

FROM
QUESADA

SPANISH PLATE SILVER

SOLD UNDER AN UNQUALIFIED GUARANTEE AT THE GOOD STORES

∴

NOVELTY OF DESIGN WITH DURABILITY THAT IS UNSURPASSED

THE PLATE THAT WEARS

Chic Decorators

JUST the face for attractive Announcements Programs Menus Circulars and Stationery

A New Member of the Famous Cheltenham Family

Antique Shaded

PATENTED JULY 7, 1914

72 Point — 3 A $9 70 4 a $6 05 $15 75

BEQUEST
New Mode

60 Point — 3 A $8 25 4 a $5 05 $13 30

HUNDREDS
Right Cipher

48 Point — 3 A $5 10 4 a $3 15 $8 25

CLEAR SHADE
Daunted Knight

42 Point — 3 A $4 05 4 a $2 55 $6 60

ELITE SHOWING
Popular Creations
Originated Design

Antique Shaded

PATENTED JULY 7 1914

36 Point — 3 A $3 30 4 a $2 10 $5 40

SUBLIME PRODUCT
Beauty Demonstrated
Improve Publications

30 Point — 4 A $2 65 6 a $2 20 $4 85

EXQUISITE SPECIMENS
Require Perfect Harmony
Proposed Modern Fashion

24 Point — 4 A $1 85 7 a $1 75 $3 60

REPORT SUPERIOR NUMBER
Neighbors Banquet Ringmaster
Manager Noted Stylish Printing

18 Point — 7 A $1 70 11 a $1 55 $3 25

MANIFEST BEAUTIFUL HARMONIES
Demonstrating Superlative Typography
Compositor Recognizing Improvements

14 Point — 9 A $1 50 17 a $1 55 $3 05

BEAUTIFUL CREATIONS
Modish typographic styles
originated for superior and
better $1234567890 work

10 Point — 12 A $1 20 22 a $1 30 $2 50

POPULARIZING METHOD
This elegant Antique Shaded
series is meeting with great
success in the production of
gray tone and classy printing

12 Point — 10 A $1 35 20 a $1 45 $2 80

PURCHASED SHADED TYPES
Equip your plant with this elite
and dainty type face and be fully
prepared to execute chic designs

8 Point — 14 A $1 10 26 a $1 15 $2 25

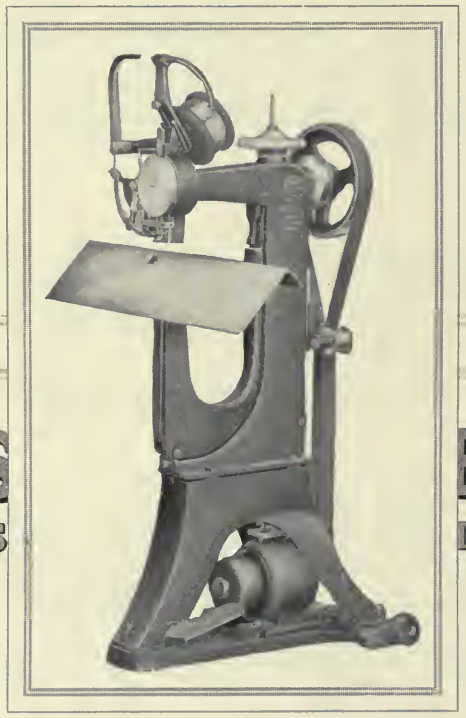
QUEST PROFITABLE PRINTING
The busy and successful job office
procures increase of business with
the acquisition of new type styles
in ample $1234567890 quantities

THE BOSTON WIRE STITCHING MACHINES

Boston Wire Stitchers Can be Depended Upon to Produce a Quality and Quantity of Work Attainable With No Other Stitcher

PRECISION AND SIMPLICITY
SPEED AND ECONOMY

Besides Proving Great Money Makers the Boston Wire Stitchers Invariably Afford Complete Satisfaction Wherever Used



BOS ERS
REPRES INCTION

Boston Machines Satisfy

Efficient Stitching Ensured

Stitcher Supremacy

The extensive sales of Boston Wire Stitchers are mainly due to the fact that when one of them enters a plant it is followed by others as fast as less efficient stitchers can be discarded or additional machines are required

American Type Founders Co.

Everything for the Printer

Lithotone Brass Rule

American Type Founders Co.

ORIGINATOR TYPE BORDERS AND
DESIGNER ORNAMENTS

Efficiency Equipments for the Printer and the Publisher

All Kinds of Plain and Fancy Brass Rule

Lithotone Brass Rule

Discriminating customers are cordially invited
to attend the extraordinary Display and Sale of

MERION JEWELRY

BEGINNING MONDAY

This is the first and only event of its kind ever
announced by this company in the thirty-seven
years of its existence. It may never occur again

SHERMISTER BROTHERS

Fifth Street, Baltimore

Lithotone Brass Rule

Painting Sculpture

SCHOOL OF DESIGN

INEZ SYRENE, Director

Penobscot Island Granville, Illinois

Lithotone Brass Rule Floral Decorator

COPPERPLATE GOTHIC SHADED

PATENTED DEC. 8, 1914

36 Point — 4 A $4 30

CONSTRUCTING
NAMES BROKER

30 Point — 5 A $3 50

GRAND DISCOURSE
EASTERN HUNTERS

24 Point No. 90 — 6 A $3 00

STRENUOUS MECHANIC
REDUCED PRICES MORE

24 Point No. 89 — 7 A $3 00

GRAND MUSICAL SOUVENIR
MARVELOUS LITHOGRAPHS

18 Point No. 89 — 9 A $2 50

DESIGN REQUIRE
CURIOUS NOTICE

18 Point No. 88 — 11 A $2 50

HER BANKING HOUR
CHARGE PROPOSED

12 Point No. 87 — 13 A $2 00

MADE DOCTORS DECIDE
RESIGNS NICE POSITION
USE $1234567890 ZERO

12 Point No. 86 — 17 A $2 00

CLERICAL HABITS REMAINED
UNIVERSITIES ENTHUSIASTIC
DISCARD ELECTRIC SIGNALS

12 Point No. 85 — 21 A $2 00

OPENED ANNUAL BANQUET
PUBLISHERS DISCONTINUE
DEMANDS RACING CHARTS

12 Point No. 84 — 24 A $2 00

MODERNIZED SUPERINTENDENT
DESIRE SUPERLATIVE SHOWING
HANDSOME SHADED CREATIONS

6 Point No. 83 — 27 A $1 50

ASPIRING PRINTERS AND ADVERTISERS
WILL SURELY PROFIT BY THE ADDITION
OF CLEVER $1234567890 TYPE STYLES

6 Point No. 82 — 31 A $1 50

BORDERS AND MATERIALS OF LATEST DESIGN
WONDERFUL MACHINES RECENTLY INVENTED
ESTABLISHED PRINTING CONCERN PRODUCES

6 Point No. 81 — 38 A $1 50

AMERICAN TYPE DESIGNED FOR BUSINESS BRINGING
DISTINCTIVE PRINTING PRODUCED WITH THIS LETTER
PROMINENT SPECIMEN TYPOGRAPHERS RECOGNIZED

For other members of the Copperplate Gothic Family see pages 670-685 of the American Specimen Book of Type Styles (1912)

Copperplate Gothic Shaded in Display

"THE CORRECT PARIS FASHIONS"

REDMAN IMPORTING COMPANY

INTRODUCES

COSTUME AND TAILLEUR SUITS

ALSO SUPERB COATS FOR AFTERNOON MOTORING AND UTILITY WEAR. GOWNS AND DRESSES FOR EVENING WEAR AND

QUALITY IS GIVEN FIRST PLACE ON EVERYTHING WE HANDLE. STYLE COMES NEXT IN ORDER AND THE LAST WORD IN THE FASHION OF THE HOUR IS EXPRESSED IN EVERY SUIT. VELVET AND BEST CLOTH MATERIALS IN FASHIONABLE SHADES. WE HAVE EVERY REASON TO BE PROUD OF THIS GREAT AND BEAUTIFUL COLLECTION OF THE MASTERPIECES OF THE FAMOUS PARIS COUTURIERS

Lithotone Brass Rule Bodoni Shaded Initial

SAFE DEPOSIT BOXES FOREIGN DRAFTS

KALE SAVINGS BANK

5 PER CENT INTEREST ON DEPOSITS

CAPITAL $47,000

D. ROOK, TREASURER MALDEN, MASS.

Lithotone Brass Rule

BELL TELEPHONE 153
HOME TELEPHONE 6391

JAMES R. BURNET
E. W. HAYDEN
ASSISTANTS

PRIVATE OFFICE

FRANKLIN AUBREY NORMANDER

GUARANTEED MORTGAGE, REAL ESTATE AND MUNICIPAL

BONDS

47 WESTBURN STREET
HAMILTON, ONTARIO

ROSA DORNE

D

HER BOOK

Floral Decorator

ESTABLISHED 1873 UNION PHONE

MORTON & RANDOLPH

LIFE INSURANCE

THIRD STREET FRANKLIN, MD.

Franklin Gothic Condensed Shaded

PATENT APPLIED FOR

48 Point — 5 A $4 70 8 a $4 35 $9 05

EMPIRES NUMBERED
Bright Demonstration

42 Point — 5 A $3 55 9 a $3 70 $7 25

MERITORIOUS KINGDOM
Charming Souvenir Given

36 Point — 5 A $2 90 10 a $3 45 $6 35

COMPOSITOR ENTHUSIASTIC
Handsome American Creation

30 Point — 6 A $2 50 12 a $2 80 $5 30

DISTINGUISHED PRINTERS RETURN
Bright Shaded Faces Secure Notice

24 Point — 8 A $2 15 14 a $2 35 $4 50

PUBLISHERS PLEASED
Shaded Letters Attract

18 Point — 11 A $1 90 21 a $2 15 $4 05

GRAY EFFECTS IN PRINTING
Pleasing results can be easily
obtained by careful selection

14 Point — 15 A $1 65 30 a $2 05 $3 70

POPULAR AMERICAN TYPE STYLES
Distinctive features are noticeable
in original and exclusive type faces

12 Point — 17 A $1 60 34 a $1 85 $3 45

DESIRABLE SHADED TYPE FACE
Progressive advertisers demand
new and attractive type designs
neatly $1234567890 displayed

10 Point — 19 A $1 45 38 a $1 70 $3 15

DESIGNS PLEASE THE ADVERTISER
Progressive printers prepare for the
harvest which is bound to come with
the introduction of efficiency outfits
which save time and increase profits

8 Point — 22 A $1 35 42 a $1 50 $2 85

ORDER THIS BEAUTIFUL SERIES AT ONCE
And be fully prepared for an ever increasing
demand for profitable work that its advent
impels. The greatest factor in developing a
printing business 1234567890 is the type

For other members of the Franklin Gothic Family see pages 738-747 of the American Specimen Book of Type Styles (1912)

Franklin Gothic Condensed Shaded in Display

EDWARD FISKE
PRESENTS
Faustina Welles
In a New Play
"Red Rock"

ACKNOWLEDGED THE GREAT SUCCESS OF 1916

Three Point Border

THE WEARING QUALITIES OF THIS NEW AND ELEGANT SHADED FACE ARE WHAT MAKE IT PROFITABLE TO ANY PLANT. THE FACE IS CAST IN TEN SIZES ON AMERICAN LINE

NOVEMBER MILLINERY

CHARMING TYPES OF THE NEW VOGUE ARE HERE IN THE ORIGINAL MODELS

FALL OPENING

ORIGINAL CREATIONS TRIMMED IN POPULAR MATERIALS SANCTIONED BY FASHION

MILLINERY SALON
ALL THIS MONTH

Lithotone Brass Rule

FOR MILADY

Glass
Bonbon Jars

Telephone
Elbow
Cushions

Knitting Bags

AT GEMBLE'S
FIFTH AVENUE

Lithotone Brass Rule

Lavender Water

Romaine Chemical Co., Boston

Three Point Border Floral Decorator

Wedding Text Shaded

PATENT APPLIED FOR

36 Point — 4 A $3 30 10 a $3 10 $6 40

Producing Handsome Invitations
Shaded Design Charms Customer

30 Point — 5 A $2 85 12 a $2 60 $5 45

Great Demand for Fine Society Printing
Beautiful and Distinctive Announcement

24 Point No. 1 — 6 A $2 35 14 a $2 00 $4 35

Approximated Wonderful Example of Engraving
Refined Specimens Pleased Most Critical Buyer

24 Point No. 2 — 7 A $2 35 16 a $2 10 $4 45

Dignified Commercial Stationery for Jamestown House
Finest Examples Produced with Wedding Text Shaded
Reliable Customers Demanding Typographic Perfection

18 Point No. 1 — 9 A $1 85 26 a $2 20 $4 05

Simple Ornamentation Charming
Great Results from Dainty Types
Dividend Maturing Unexpectedly

18 Point No. 2 — 10 A $2 00 28 a $2 10 $4 10

Careful Spacing Delights Customers
Finer Composition Secured Prestige
American Designs Leading the World

14 Point — 12 A $1 85 34 a $1 90 $3 75

Distinctive Types Invariably Appreciated
Business Men Admire Neat Typography
Printers Installing Cut-Cost Equipments

12 Point — 13 A $1 60 39 a $1 80 $3 40

Efficient and Progressive Managers
Printing Exhibition Attracts Throng
Composing Room Increasing Profit
Estimating $1234567890 the Deposit

10 Point — 15 A $1 50 43 a $1 65 $3 15

Lithotone Brass Rule Decidedly Popular
Simple Borders Improve Advertisement
Professional Men Request Shaded Type
Large Profits in Artistic Wedding Cards

8 Point — 17 A $1 45 48 a $1 40 $2 85

Annual Statement Illustrates Big Production
New Salesman Convinces Obstinate Customer
Unnecessary Steps Decrease Productive Work
Legible Figures $1234567890 Pleased Buyers

For other members of the Wedding Text Family see pages 800-801 of the American Specimen Book of Type Styles (1912)

The Entertainment Committee

of the

Federation of Grade Teachers

extends you a cordial invitation to attend
the celebration of their

Sixteenth Anniversary

Academy of Music
Saturday afternoon, December twenty-second
nineteen hundred and seventeen
at three o'clock

Honorable Russell Mederith

will deliver the a

Entertainment Committee
Miss Carrie Hamilton
Miss Margaret Williams
Mrs. Annie Cooke

Banquet

Celebrating the

Sixteenth Anniversary

of the

Federation of Grade
Teachers

The Academy Hotel
Saturday, December twenty-second
at eight-thirty

Miss Hilda Fitzhugh

President
Federation of Grade
Teachers

Philadelphia

Cast on Script Line

Bodoni Bold Shaded

Patented Feb. 16, 1915

48 Point — 4 A $4 30 8 a $4 90 $9 20

PRINTING DESIGNS
Some Bright Fashions

42 Point — 4 A $3 25 8 a $3 75 $7 00

INCREASING PROFITS
Honorable and Impartial

36 Point — 5 A $3 20 8 a $3 10 $6 30

DISTINGUISHED CITIZENS
Received Legible Manuscript

30 Point — 6 A $2 70 10 a $2 70 $5 40

COMPLETE MODERN METHOD
Encouraging Juvenile Compositor

24 Point — 6 A $1 95 12 a $2 20 $4 15

INDUSTRIOUS MAID
Comic Opera Manager

18 Point — 10 A $1 90 20 a $2 10 $4 00

REMARKABLE PORTRAIT
Printing is very useful to the scholars in all public schools

14 Point — 15 A $1 65 30 a $2 05 $3 70

CHOICE PRINTING DISCOVERED
Do not be afraid to turn down a job that you cannot handle to advantage

12 Point — 17 A $1 70 32 a $1 80 $3 50

ATTRACTIVE COMPOSITION
Several newspapers use dry mats for all editions with unexcelled success $1234567890 and profit

10 Point — 19 A $1 50 36 a $1 65 $3 15

EXTRAORDINARY STATEMENTS
The careless answering of questions is faulty salesmanship and accounts for the losing of orders much more frequently than the matter of prices

8 Point — 21 A $1 40 41 a $1 60 $3 00

WONDERFUL COMBINATION SHOWN
A printing plant equipped with new type not only has the advantage of turning out work of the highest grade, but half of the time is saved $1234567890 on make-ready

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

Bodoni Bold Shaded in Display

THE DIGNITY OF LABOR: It is not so much the work itself, but the spirit in which the task is accepted and performed that ennobles the worker · The principal element which gives labor its dignity and glorious quality is its voluntary character

MUNICIPAL EMPLOYMENT EXCHANGE · HARMON STREET, INDIANAPOLIS

The November

Fashion

Out October Tenth

STYLE IN CLOTHES tends to change very frequently, meaning of necessity the perusal of a fashion magazine up to date in every topic pertaining to clothes. "Fashion" has been recognized for upwards of a decade as one of the leading authorities on dress, due in a great measure to the high standing of its contributors

At Department Stores
and News Stands

Single Copy, 35 cents Twelve Issues, $4.00

Bodoni Shaded Initial

Fifth Avenue New Orleans

"1886-1916"

HUBENI

INTERIOR DECORATOR

ORIGINATES
COMPLETE
DECORATIVE
SCHEMES

HUBENI accepts commissions to completely decorate private homes, clubhouses, and public halls. Suggestions also offered about appropriate furnishings

Floral Decorator

Bodoni Bold Shaded in Display

T
Y
P
E

Stock your Composing Room with a quantity of

the LATEST and BEST FASHIONS IN TYPE

and be prepared to give your patrons the kind of printing they will appreciate. Probably all printers will not do as we suggest, but printers who do will be riding in automobiles while the other fellows take the street car. Bodoni Bold Shaded is an illustrious member of the artistic

Bodoni Family of Type Faces

This series will interest buyers of fine printing as well as the printer

Bodoni Shaded Initials

A NEW CONFECTION

R E X

DELICIOUS FLAVOR

FOREVER THE SAME SPLENDID QUALITY AND ADMIRABLE TO COMPLETE DAINTY LUNCHEONS

Lithotone Ornament

Moderate in Price

REX CANDY CO.
Philadelphia

Lithotone Ornament Bodoni Shaded Initials

Ladies are respectfully invited to visit the Headquarters of Fashion, which presents to America all the latest authentic

MODES DE PARIS

DIRECT FROM ORIGINAL MODELS MADE BY LEADING PARISIAN DESIGNERS OF APPAREL

This presentation emphasizes anew the supremacy of our house in fashions. Our Paris Bureau has kept in constant touch with us, posting us on important details

PARISIAN MILLINERY PARLORS
452 Fifth Avenue, New York

Lithotone Brass Rule

48 Point Bodoni Shaded Initials

Price per font, 3 A.....$4.50
Single character of either.....20 cents

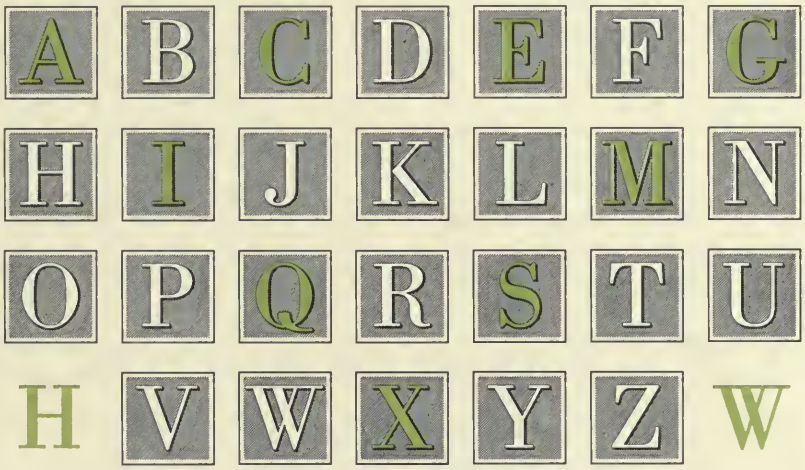
Color, per font, 3 A.....$4.50
Single character, two colors.....40 cents

MADE FOR ONE OR TWO COLORS

36 Point Bodoni Shaded Initials

Price per font, 4 A.....$3.50
Single character of either....15 cents

Color, per font, 4 A.....$3.50
Single character, two colors...30 cents



MADE FOR ONE OR TWO COLORS

MADE FOR ONE OR TWO COLORS

A B C D E

F G H I J

K L

M N O P Q

R S T U V

W X W Y Z

60 Point Bodoni Shaded Initials

Price per font, 3 A $7.50
Color, per font, 3 A 7.50
Single character of either ..... .30
Single character, two colors ..... .60

24 Point Bodoni Shaded Initials

Price per font, 5 A $2.00
Single character of either ..... 10 cents
Color, per font, 5 A $2.00
Single character, two colors .... 20 cents

A B C D E F G H I J

K L M N O P Q R S T

A B U V W X Y Z C D

MADE FOR ONE OR TWO COLORS

Bodoni Shaded Initials

MADE FOR ONE OR TWO COLORS

A B C D

E F G H

I J

K L M N

O P Q R

S T U V

W X Y Z

72 Point Bodoni Shaded Initials

Price per font, 3 A	$8.35
Color, per font, 3 A	8.35
Single character of either	.35
Single character, two colors	.70

CLOISTER INITIALS

60 Point, per set (including blanks) $4.50 — Single character 35c

CLOISTER INITIALS

48 Point, per set (including blanks) $3.50 — Single character 30c

Cloister Initials are noted for their artistic beauty and clearness of design; they will add a touch of individuality to your printing

CLOISTER INITIALS

72 Point, per set (including blanks) $6.00

Single character 40c

CLOISTER INITIALS

84 Point, per set (including blanks) $7.50

Single character 45c

84 POINT CLOISTER INITIALS ARE MADE IN TWENTY-SIX CHARACTERS
ALL FONTS INCLUDE A LIBERAL SUPPLY OF BLANKS FOR COLOR WORK

CLOISTER INITIALS

96 Point, single characters, each 50c (Not put up in sets) Blanks, for color, each 50c

NINETY-SIX POINT CLOISTER INITIALS ARE MADE IN TWENTY-SIX CHARACTERS

CLOISTER INITIALS

120 Point, single characters, each 60c (Not put up in sets) Blanks, for color, each 60c

120 POINT CLOISTER INITIALS ARE MADE IN TWENTY-SIX CHARACTERS, A TO Z INCLUSIVE

Cloister Initials

144 Point
single
characters
each 75c

Not put up
in sets

Blanks
for color work
each 75c

144 Point
Cloister
Initials
are made
in twenty-six
characters
A to Z
inclusive

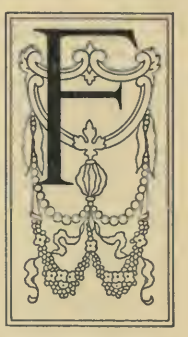
American
Type
Founders
Company

Designer
and Maker of
Artistic
Decorative
Material

Versatile Initials

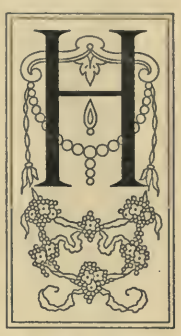
120 Point, single character 50c

Made in twenty-six characters—Not put up in sets



120 POINT VERSATILE INITIALS

No. 12066 A.....50c	No. 12075 J.....50c	No. 12083 R.....50c
No. 12067 B.....50c	No. 12076 K.....50c	No. 12084 S.....50c
No. 12068 C.....50c	No. 12077 L.....50c	No. 12085 T.....50c
No. 12069 D.....50c	No. 12078 M.....50c	No. 12086 U.....50c
No. 12070 E.....50c	No. 12079 N.....50c	No. 12087 V.....50c
No. 12071 F.....50c	No. 12080 O.....50c	No. 12088 W.....50c
No. 12072 G.....50c	No. 12081 P.....50c	No. 12089 X.....50c
No. 12073 H.....50c	No. 12082 Q.....50c	No. 12090 Y.....50c
No. 12074 I.....50c		No. 12091 Z.....50c



60 Point, per set (twenty-six characters) $3.00

Single character 30c

60 POINT VERSATILE INITIALS

No. 6066 A 30c	No. 6079 N 30c
No. 6067 B 30c	No. 6080 O 30c
No. 6068 C 30c	No. 6081 P 30c
No. 6069 D 30c	No. 6082 Q 30c
No. 6070 E 30c	No. 6083 R 30c
No. 6071 F 30c	No. 6084 S 30c
No. 6072 G 30c	No. 6085 T 30c
No. 6073 H 30c	No. 6086 U 30c
No. 6074 I 30c	No. 6087 V 30c
No. 6075 J 30c	No. 6088 W 30c
No. 6076 K 30c	No. 6089 X 30c
No. 6077 L 30c	No. 6090 Y 30c
No. 6078 M 30c	No. 6091 Z 30c

48 POINT VERSATILE INITIALS

48 Point, per set (twenty-four characters) $2.50

Color, per set (twenty-four characters) $2.50

No. 4840 30c
Color 30c

No. 4841 30c
Color 30c

No. 4842 30c
Color 30c

No. 4843 30c
Color 30c

No. 4844 30c
Color 30c

No. 4845 30c
Color 30c

No. 4846 30c
Color 30c

No. 4847 30c
Color 30c

No. 4848 30c
Color 30c

No. 4849 30c
Color 30c

No. 4850 30c
Color 30c

No. 4851 30c
Color 30c

No. 4852 30c
Color 30c

No. 4853 30c
Color 30c

No. 4854 30c
Color 30c

No. 4855 30c
Color 30c

No. 4857 30c
Color 30c

No. 4858 30c
Color 30c

No. 4859 30c
Color 30c

No. 4860 30c
Color 30c

No. 4861 30c
Color 30c

No. 4862 30c
Color 30c

No. 4863 30c
Color 30c

No. 4864 30c
Color 30c

72 Point Versatile Initials

72 Point, per set (twenty-four characters) $4.50 — Color, per set (twenty-four characters) $4.50

No. 7240 40c Color 40c

No. 7241 40c Color 40c

No. 7242 40c Color 40c

No. 7243 40c Color 40c

No. 7244 40c Color 40c

No. 7245 40c Color 40c

No. 7246 40c Color 40c

No. 7247 40c Color 40c

No. 7248 40c Color 40c

No. 7249 40c Color 40c

No. 7250 40c Color 40c

No. 7251 40c Color 40c

No. 7252 40c Color 40c

No. 7253 40c Color 40c

No. 7254 40c Color 40c

No. 7255 40c Color 40c

No. 7252 40c Color 40c

No. 7258 40c Color 40c

No. 7259 40c Color 40c

No. 7260 40c Color 40c

No. 7261 40c Color 40c

No. 7262 40c Color 40c

No. 7263 40c Color 40c

No. 7264 40c Color 40c

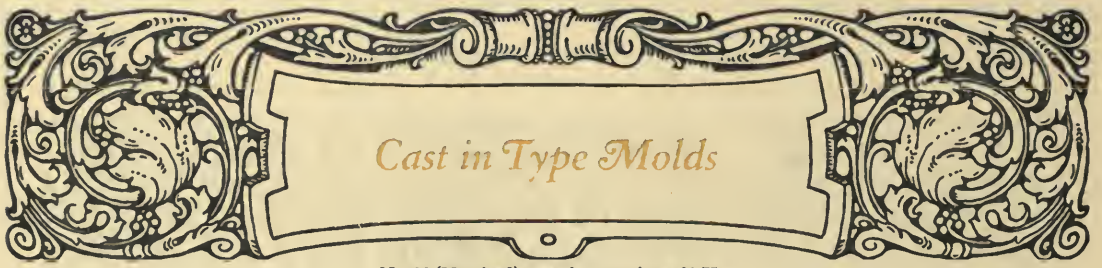
120 POINT VERSATILE INITIALS

120 Point, per set (twenty-four characters) $9.00 — Color, per set (twenty-four characters) $9.00

No. 12040 A 60c	No. 12046 G 60c	No. 12052 M 60c	No. 12059 T 60c
No. 12041 B 60c	No. 12047 H 60c	No. 12053 N 60c	No. 12060 U 60c
No. 12042 C 60c	No. 12048 I 60c	No. 12054 O 60c	No. 12061 V 60c
No. 12043 D 60c	No. 12049 J 60c	No. 12055 P 60c	No. 12062 W.....60c
No. 12044 E 60c	No. 12050 K 60c	No. 12057 R 60c	No. 12063 X 60c
No. 12045 F 60c	No. 12051 L 60c	No. 12058 S 60c	No. 12064 Y 60c

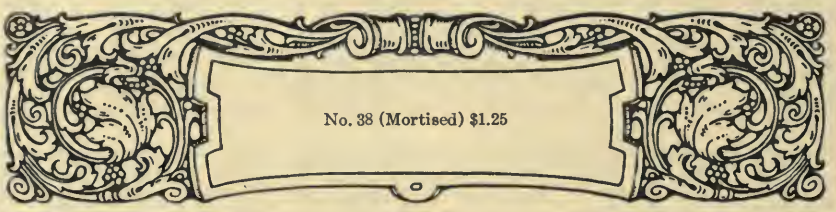
120 Point (color), per character 60c

Cloister Ornaments



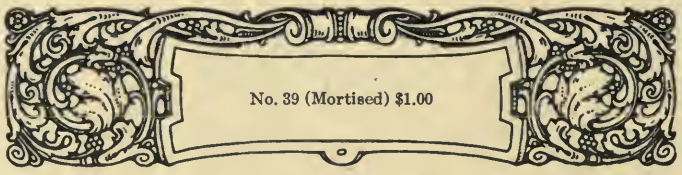
No. 36 (Mortised), cast in two pieces $1.75

No. 11
Two for
25c



No. 10 (Mortised)
50c

No. 5 35c

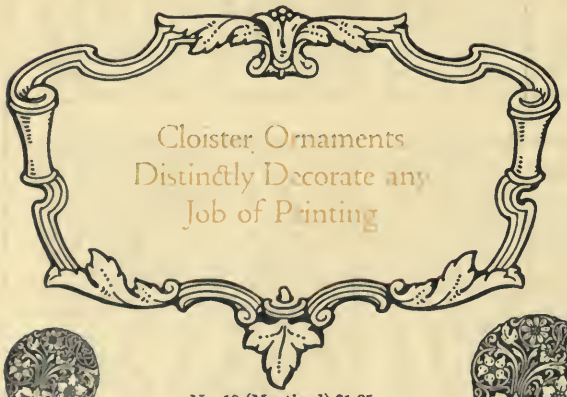


No. 2 (Mortised) 55c

No. 25 75c

No. 6 (Mortised) 60c

No. 4 40c



No. 19 (Mortised) $1.25

No. 9 25c

No. 8 30c

Cloister Ornaments

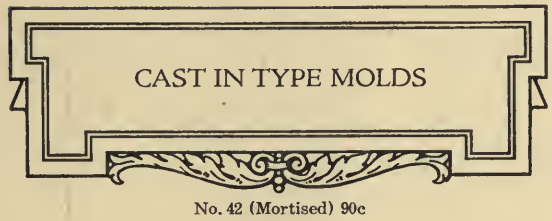
No. 41 (Mortised) $1.25

No. 43 25c

No. 44 30c

ACCURATELY
CAST
TO POINTS

No. 45 35c



No. 42 (Mortised) 90c

No. 58 35c

No. 46 40c

CUT EXTRA DEEP

No. 57 30c

No. 56 25c

No. 55
2 for 25c

No. 48 50c

No. 54
4 for 25c

No. 49 40c

No. 3 45c

No. 47 35c

No. 1 50c

No. 50 45c

APPROPRIATE FOR
ANY JOB

No. 53 75c

No. 52 60c

No. 51 50c

Bodoni Mortised Ornaments and Bodoni Ornament

120 Point No. 12002 60c

120 Point No. 12003 60c

120 Point No. 12001 60c

96 Point No. 9602 50c

Masterpieces of Grace and Neatness

96 Point No. 9603 50c

The Finishing Stroke to the Printed Page

96 Point No. 9601 50c

72 Point No. 7202 40c

84 Point No. 8403 45c

72 Point No. 7203 40c

72 Point No. 7201 40c

BODONI ORNAMENT No. 8

Made in Three Pieces

2

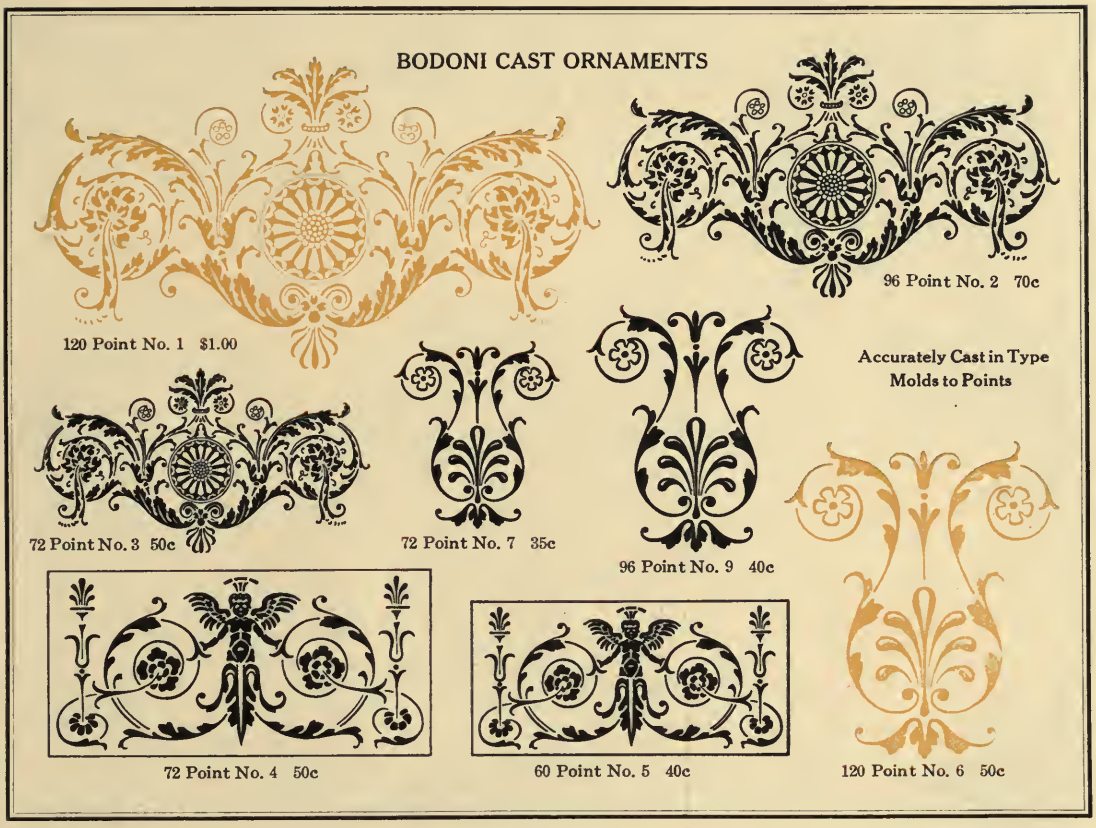
1

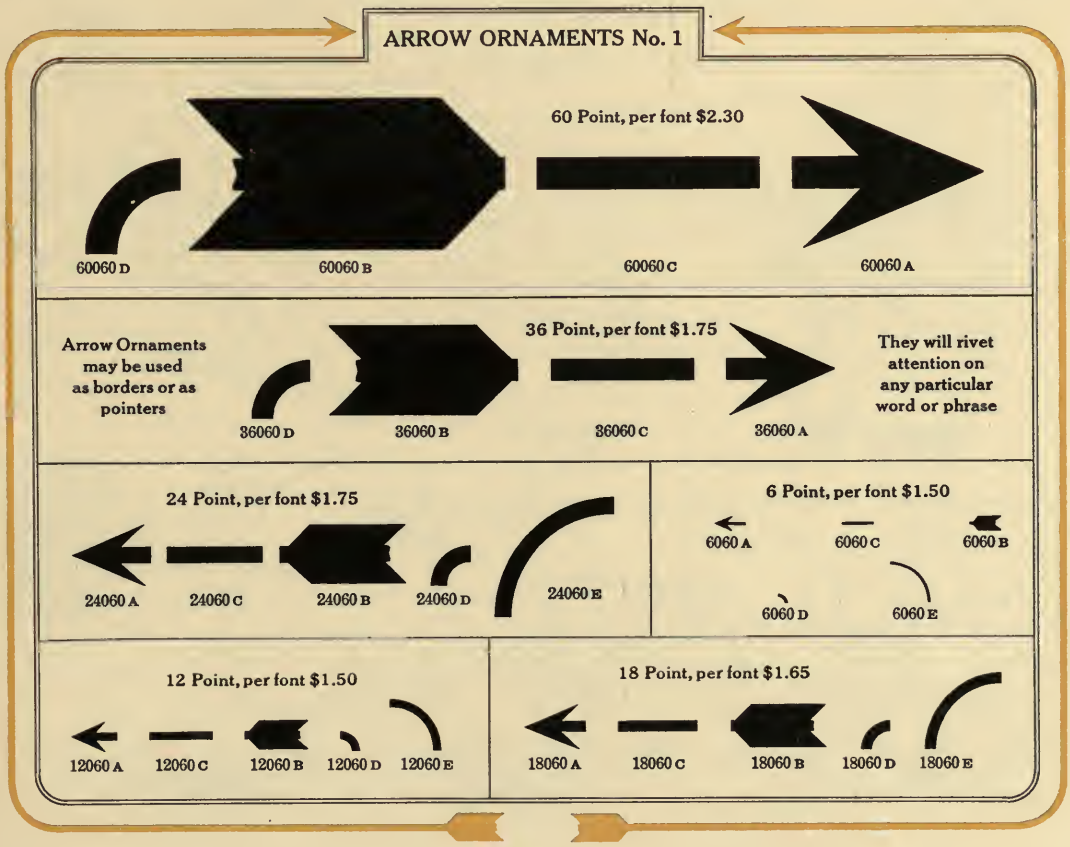
3

AMERICAN TYPE FOUNDERS COMPANY

Bodoni Ornament No. 8
Per font, containing corners for two pages, $1.50

Bodoni Cast Ornaments and Arrow Ornaments No. 1





Trap Shooter Series

No. 14 40c

No. 24 95c

No. 11 50c

No. 1 35c

THE TWENTY-SEVENTH ANNUAL FIELD TRIAL

OHIO SHARPSHOOTERS' CHAMPIONSHIP MATCH

MARCH 19, 1918

Held Under the Auspices of the

CLEVELAND ROD AND GUN CLUB

CLEVELAND, OHIO

No. 20 55c

Ovolo Border

No. 15 35c

No. 28 35c

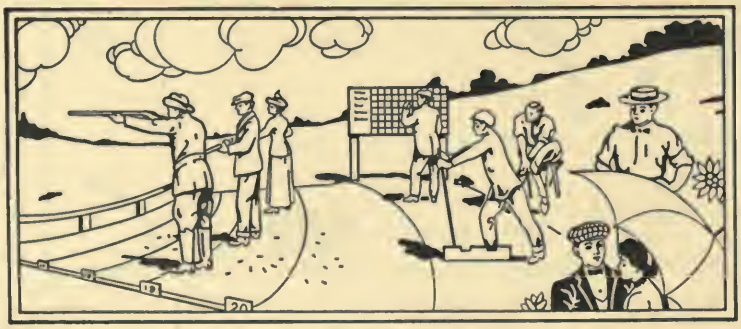
No. 2 40c

A SELECTION OF TRAP SHOOTERS WILL PROVE A GOOD INVESTMENT

No. 12 80c

No. 27 40c

No. 5 80c



No. 22 $1.00

No. 16 80c

Trap Shooter Series

No. 18 55c

No. 6 35c

No. 23 55c

No. 3 60c

No. 25 50c

VIRGINIA
TRAP SHOOTERS
ASSOCIATION

NORFOLK, VA.

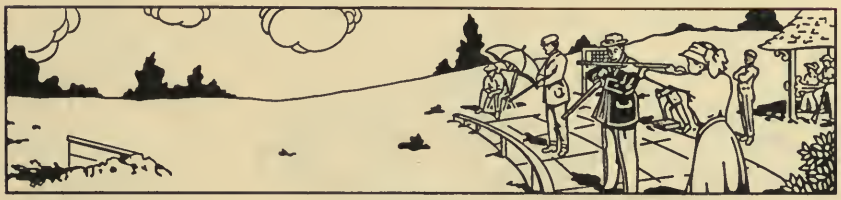
No. 10 35c

Ovolo Border

No. 13 70c

No. 4 45c

No. 17 40c



No. 21 90c

No. 9 40c

No. 26 85c

No. 7 50c

No. 8 75c

Floral Decorators

No. 15 60c

No. 16 45c

No. 22 40c

No. 20 60c

No. 18 40c

No. 17 30c

No. 19 35c

No. 23 35c

No. 24 30c

No. 21 35c

No. 63 85c

No. 46 (Mortised) 45c

No. 40 45c
(Mortised)

No. 62 75c

No. 48 40c
(Mortised)

No. 64 65c

No. 39 (Mortised) 60c

No. 49 35c
(Mortised)

No. 65 45c

No. 45 (Mortised) 60c

No. 47 (Mortised) 40c

No. 41 30c

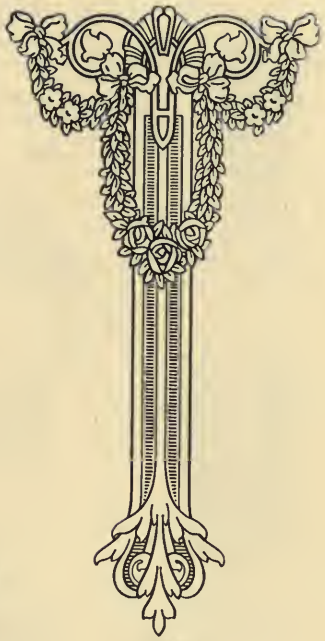
No. 38 (Mortised) 75c

Floral Decorators

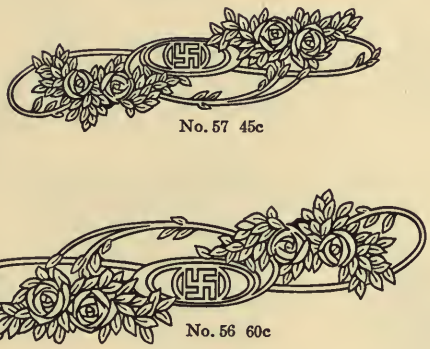
No. 74 $1.00

No. 77 50c

No. 81 50c



No. 78 $1.00

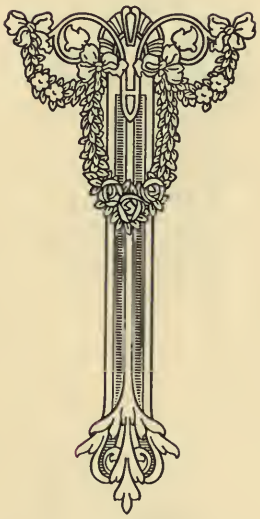


No. 57 45c

No. 56 60c

No. 75 90c

No. 55 65c



No. 79 90c

No. 58 35c

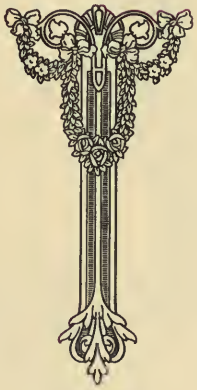
No. 36 40c
(Mortised)

No. 37 35c
(Mortised)

No. 35 70c
(Mortised)

No. 76 60c

No. 33 45c
(Mortised)



No. 80 60c

No. 34 50c
(Mortised)

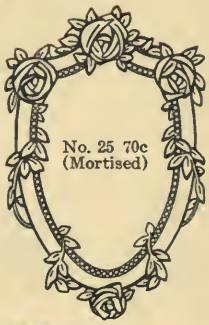
Floral Decorators

No. 14 35c

No. 50 95c

No. 4 35c

No. 26 50c
(Mortised)



No. 25 70c
(Mortised)

No. 11 45c

No. 2 45c

No. 51 85c

No. 13 30c

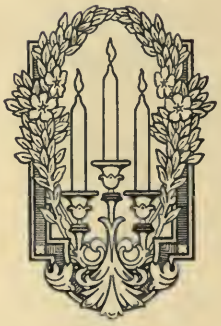
No. 27 40c
(Mortised)

No. 12 60c

EXCELLENT
DESIGNS
FOR
ARTISTIC
PRINTING

No. 52 65c

No. 28 35c
(Mortised)

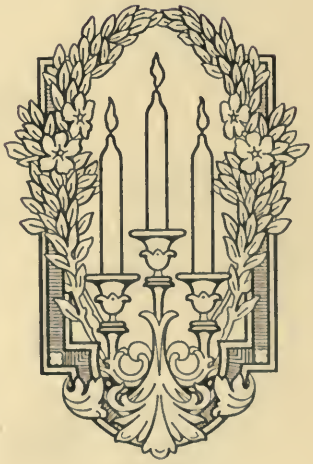


No. 3 60c

No. 10 85c

No. 53 50c

No. 54 40c



No. 1 75c

Floral Decorators

No. 85
40c

No. 61 85c

No. 59 70c

No. 89
50c

No. 60 60c

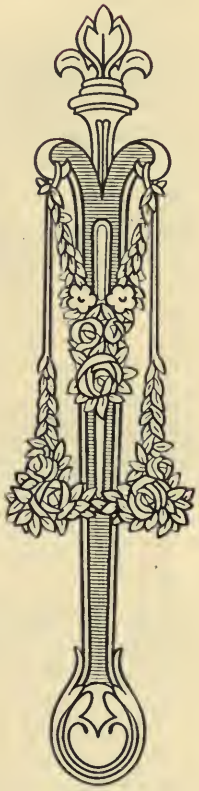
No. 82 70c

No. 83 60c

No. 84
40c

No. 88 60c

No. 87 70c



No. 86 $1.00

No. 67 75c

No. 69 80c

No. 44 (Mortised)
40c

No. 43 (Mortised) 50c

No. 42 (Mortised) 60c

No. 66 90c

Floral Decorators

No. 6 90c

FLORAL DECORATORS
LEND TONE AND HARMONY TO
PRINTING

No. 7 75c

No. 31 40c
(Mortised)

No. 5 $1.00

No. 30 45c
(Mortised)

No. 73 25c

No. 8 60c

No. 72 60c

No. 32 35c
(Mortised)

No. 71 (Mortised) 85c

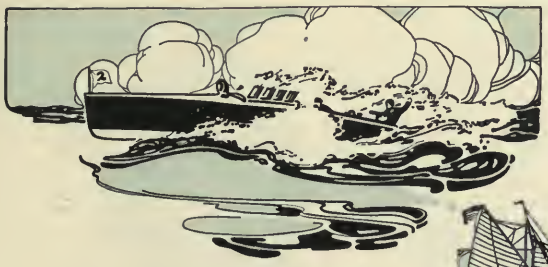
No. 70 (Mortised) $1.00

No. 29 (Mortised) 70c

THE LARGE FIELD OF USEFULNESS COVERED BY
FLORAL DECORATORS MAKES THEM INDISPENSABLE TO THE
PROGRESSIVE PRINTER WHO DESIRES TO SECURE THE PATRONAGE OF
THAT CLASS OF CUSTOMERS WHOSE AIM IS TO POSSESS
THE ACME OF PERFECTION IN SPECIMENS OF
MODERN TYPOGRAPHIC ART

Vacation Ornaments and Bookman Ornaments

VACATION ORNAMENTS

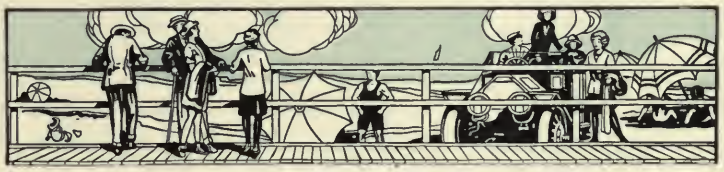


No. 5 75c Color 75c

No. 2 60c
Color 60c

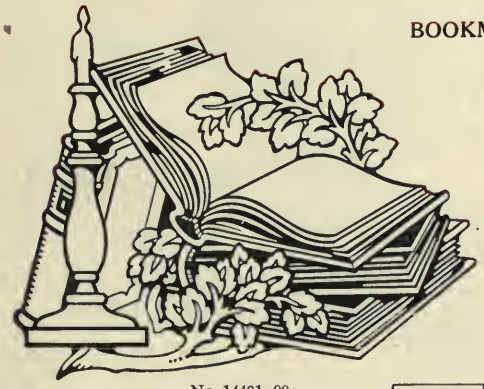
No. 3 $1.00 Color 45c

No. 4 65c Color 65c

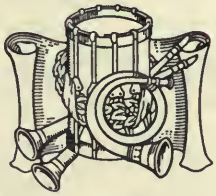


No. 1 75c Color 75c

BOOKMAN ORNAMENTS



No. 14401 90c

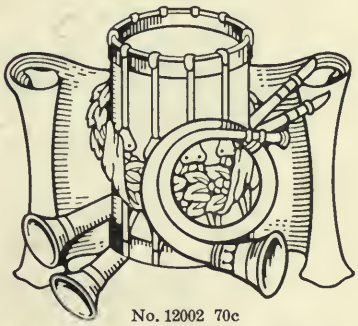


No. 7201 40c

No. 12001 75c

Classy and Distinctive Ornaments for the "Get-Ahead" Printer

No. 4201 35c



No. 12002 70c

No. 8401 85c

No. 8402 50c

No. 8403 95c

For other Bookman Ornaments see page 1007 of the American Specimen Book of Type Styles (1912)

Holiday Decorators

No. 228 (Green) 45c
No. 229 (Red) 45c

No. 244 (Green) 65c No. 245 (Red) 65c

No. 224 (Green) 50c
No. 225 (Red) 50c

No. 226 (Green) 35c
No. 227 (Red) 35c

No. 240 (Green) 30c
No. 241 (Red) 30c

No. 242 (Green) 35c
No. 243 (Red) 35c

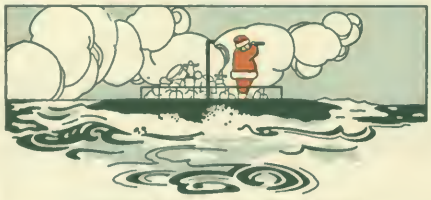
No. 222 (Green) 35c
No. 223 (Red) 35c

No. 282 (Green) 85c No. 283 (Red) 50c
No. 281 (Blue) 85c

No. 248 (Green) 35c
No. 249 (Red) 25c

No. 268 (Green) 25c
No. 269 (Red) 25c

No. 246 (Green) 30c
No. 247 (Red) 20c



No. 278 (Green) 60c No. 280 (Red) 40c
No. 279 (Blue) 60c

No. 252 (Green) 50c No. 253 (Red) 50c

No. 250 (Green) 30c No. 251 (Red) 30c

No. 258 (Green) 25c
No. 259 (Red) 25c

No. 260 (Green) 45c No. 261 (Red) 45c

No. 270 (Green) 60c No. 271 (Red) 60c

For other Holiday Decorators see pages 961-968 and 1015 of the American Specimen Book of Type Styles (1912)

Holiday Decorators

No. 294 (Green) 40c
No. 295 (Red) 40c

No. 266 (Green) 75c
No. 267 (Red) 50c

No. 214 (Green) 50c
No. 215 (Red) 50c

No. 292 (Green) 30c
No. 293 (Red) 30c

No. 264 (Green) 35c
No. 265 (Red) 25c

No. 210 (Green) 30c
No. 211 (Red) 30c

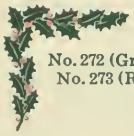
No. 212 (Green) 35c
No. 213 (Red) 35c

No. 276 (Green) 75c
No. 277 (Red) 75c

No. 274 (Green) 45c
No. 275 (Red) 45c

No. 262 (Green) 30c
No. 263 (Red) 20c

No. 234 (Green) 50c
No. 235 (Red) 50c



No. 272 (Green) 40c
No. 273 (Red) 40c

No. 216 (Green) 30c
No. 217 (Red) 30c

No. 220 (Green) 60c
No. 221 (Red) 60c

No. 288 (Green) 75c
No. 289 (Red) 75c

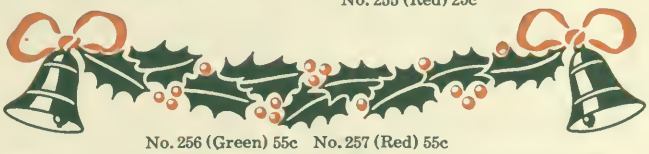
No. 232 (Green) 35c
No. 233 (Red) 35c

No. 230 (Green) 30c
No. 231 (Red) 30c

No. 218 (Green) 35c
No. 219 (Red) 35c

No. 290 (Green) 90c
No. 291 (Red) 90c

No. 254 (Green) 25c
No. 255 (Red) 25c



No. 256 (Green) 55c No. 257 (Red) 55c

For other Holiday Decorators see pages 961-968 and 1015 of the American Specimen Book of Type Styles (1912)

Post Card Embellishers

POST CARD

No. 4 35c

POST CARD

No. 9 35c

POST CARD

No. 3 25c

POST CARD

No. 10 50c

POST CARD

No. 8 50c

POST CARD

No. 6 50c

CAN BE EASILY JUSTIFIED
WITH ORDINARY
QUADS

POST CARD

No. 7 35c

POST CARD

No. 5 35c

· POST CARD ·

No. 12 (Black) 60c No. 11 (Red) 60c

POST·CARD

No. 1 35c

· POST CARD ·

No. 14 (Black) 45c No. 13 (Red) 45c

POST·CARD

No. 2 45c

POST CARD EMBELLISHERS WILL IMPART
AN INDIVIDUAL EFFECT TO THE PRIVATE MAILING CARDS SO MUCH
IN USE AT THE PRESENT TIME. THEY ARE CAST IN TYPE
MOLDS AND CUT EXTRA DEEP, THUS INSURING
A CLEAR, SHARP IMPRESSION

Lithotone Ornaments

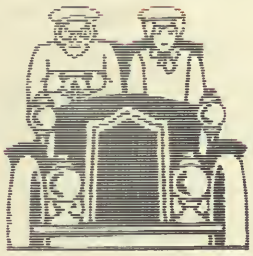
No. 1 35c

No. 9 30c

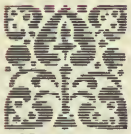
No. 10 30c

No. 2 35c

No. 11 30c

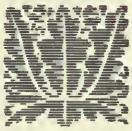

No. 23 60c

No. 30 30c


No. 18 30c

No. 12 30c

No. 28 30c


No. 19 30c

No. 3 30c

No. 7 30c

No. 25 25c

No. 27 30c

No. 4 30c

No. 6 30c

No. 15 30c

No. 21 50c

No. 16 30c

No. 8 30c

No. 14 30c

No. 5 35c

No. 26 30c

No. 17 30c

No. 13 30c

No. 29 30c

No. 20 30c

Three Point Borders and Chic Decorators

Characters in Complete Font

1 4 3 2

3 Point Border
No. 308, 66 inches, $1.50

All borders are cast on three point body

All characters are cut to even points

THREE POINT BORDERS

Characters in Complete Font

1 4 3 2

3 Point Border No. 307, 66 inches, $1.50

3 Point Border
No. 303
66 inches, $1.50

3 Point Border
No. 306
66 inches, $1.50

3 Point Border No. 304, 66 inches, $1.50

3 Point Border No. 302, 66 inches, $1.50

3 Point Border No. 305, 66 inches, $1.50

3 Point Border No. 301, 66 inches, $1.50

For other Three Point Borders see page 1016 of the American Specimen Book of Type Styles (1912)

CHIC DECORATORS
Series No. 1

1 10 2

5

6

3 9 4

7

8

Per Font $2.25

CHIC DECORATORS
Series No. 2

11 20 12

15

16

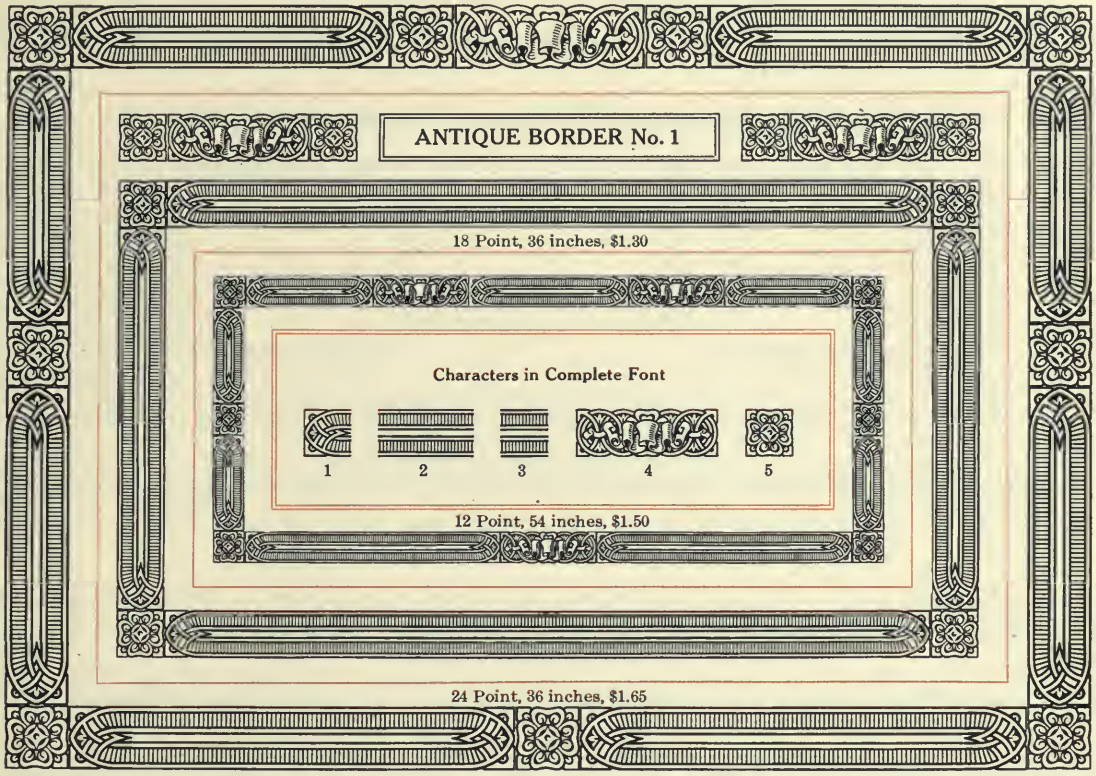
13 19 14

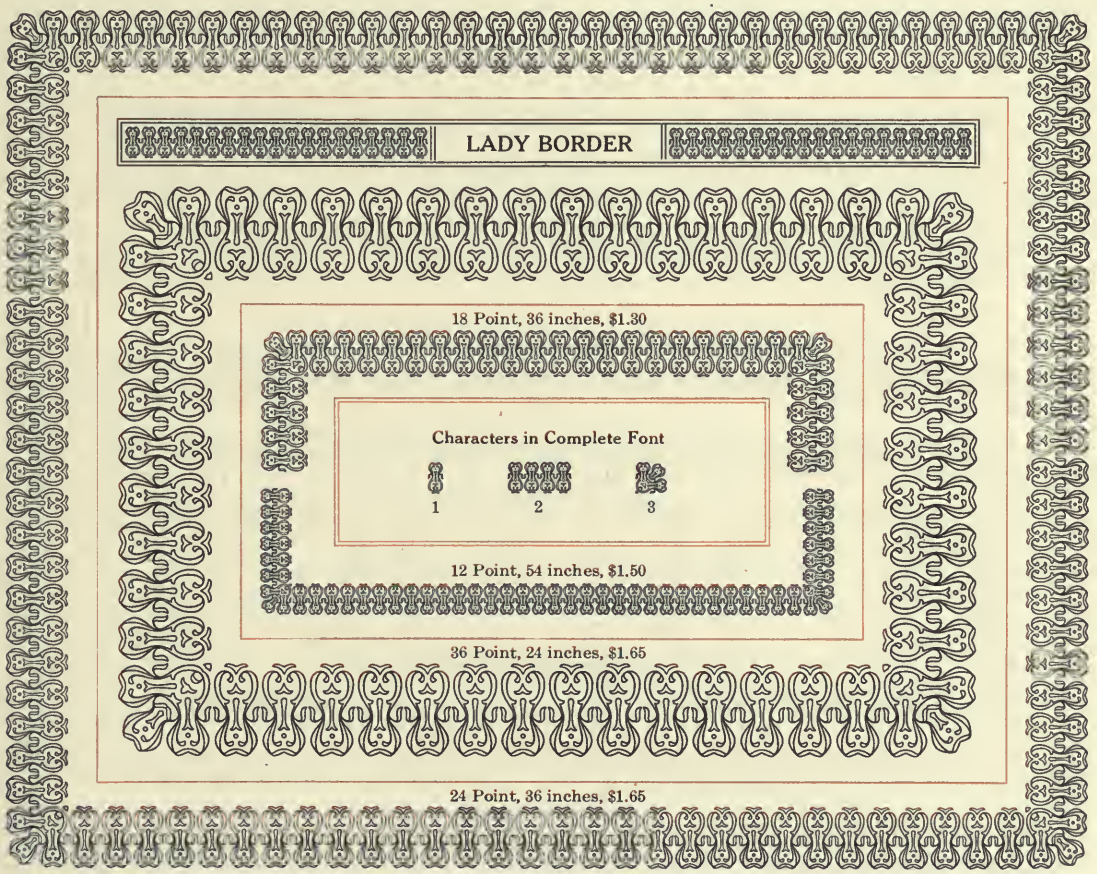
17

18

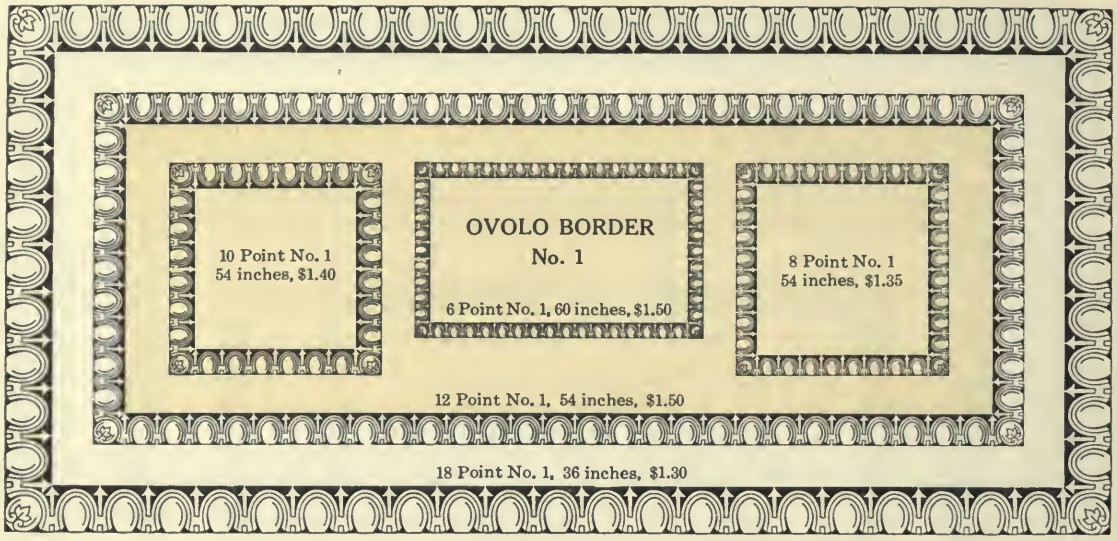
Per Font $2.25

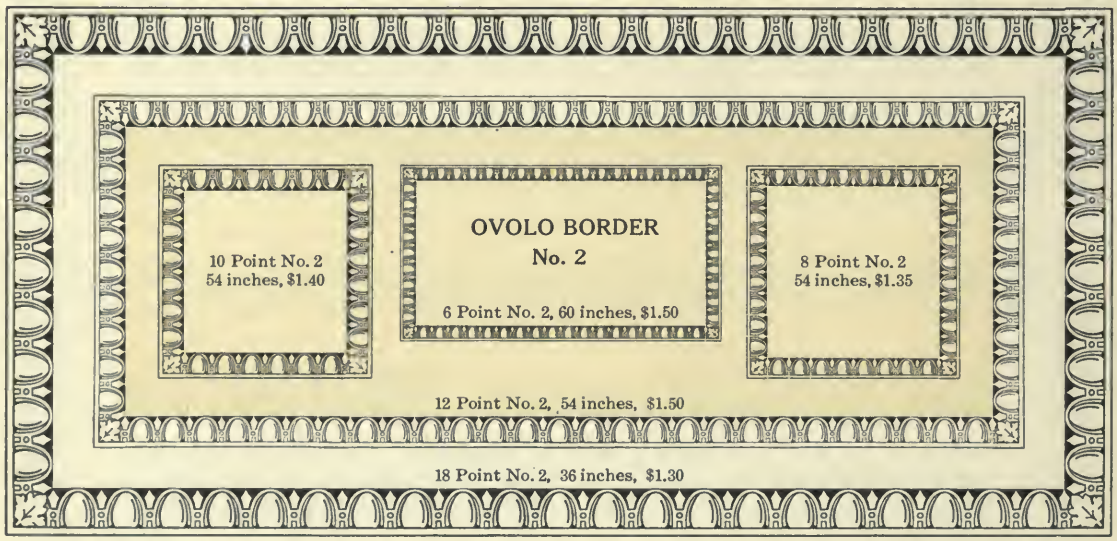
Antique Border No. 1 and Lady Border

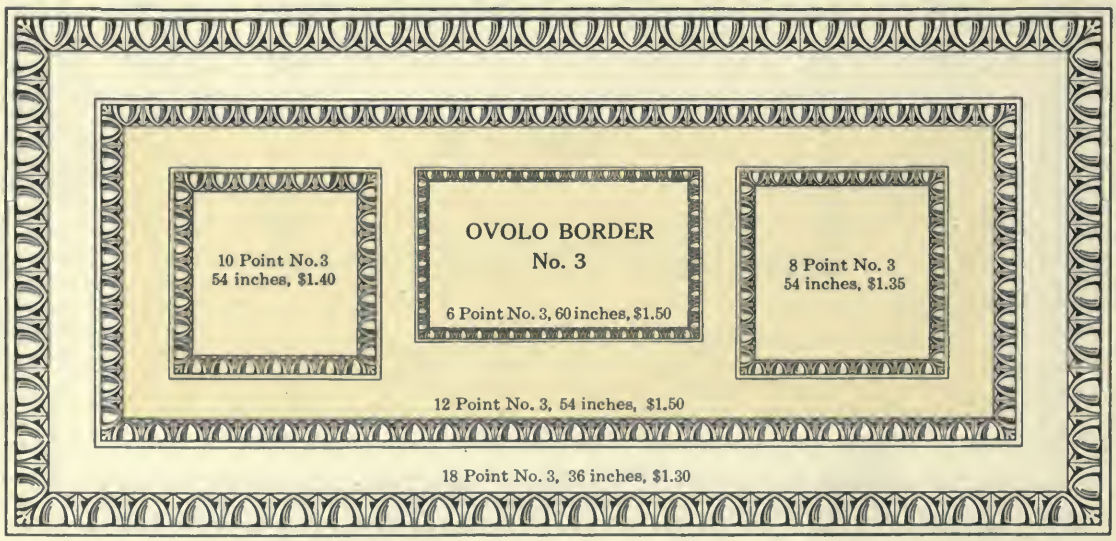




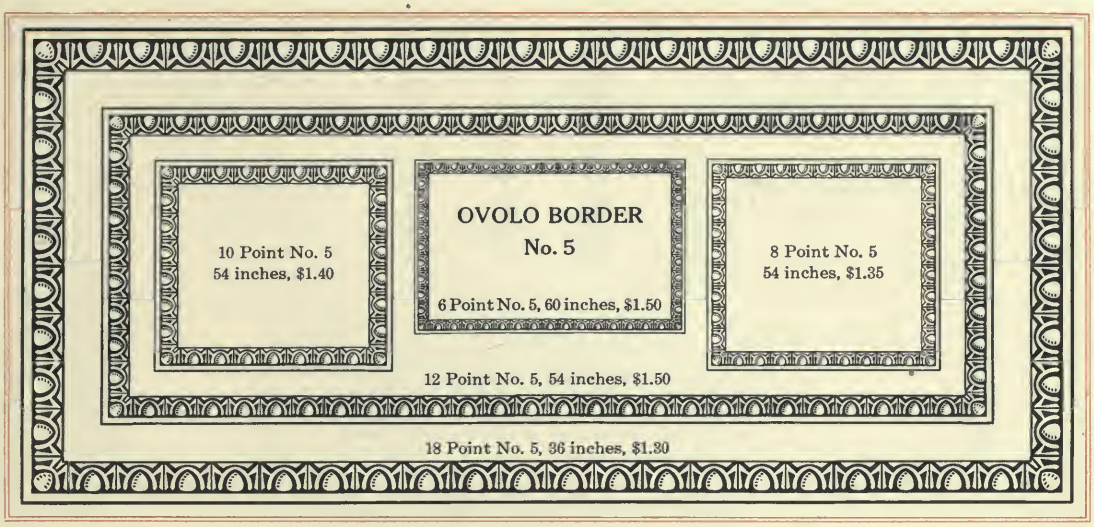
Ovolo Borders

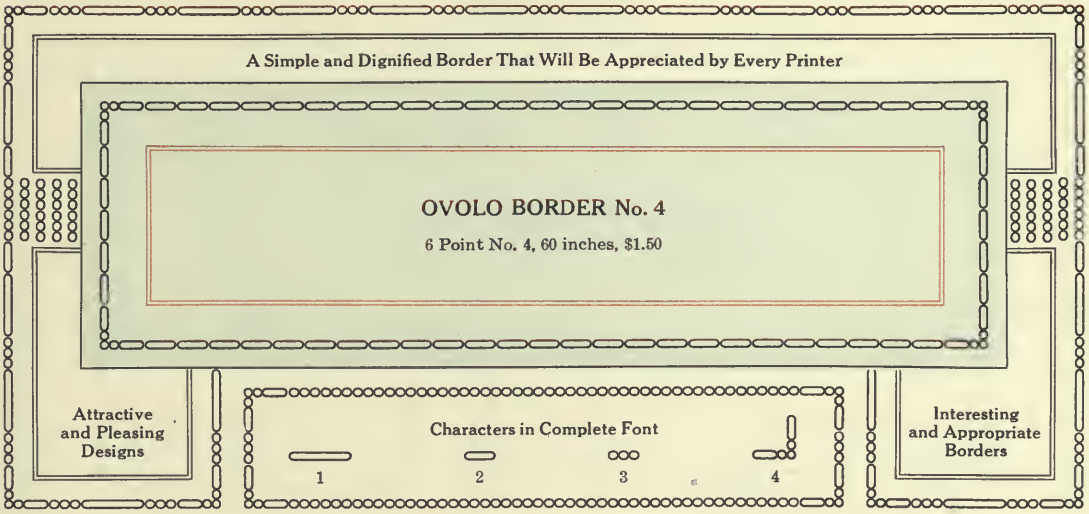


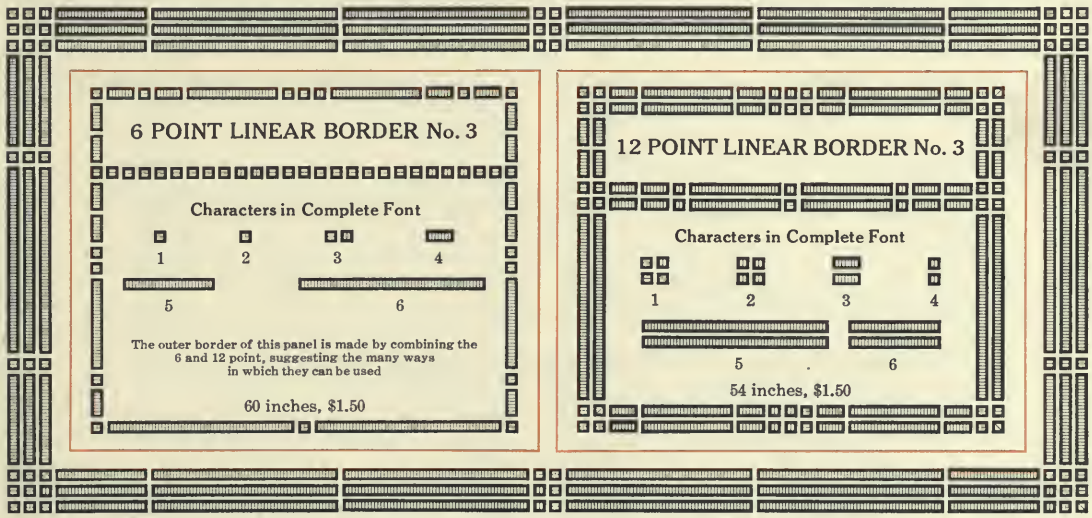




Ovolo Borders and Linear Borders







Italian Borders and Italian Bands

12 Point Italian Border No. 1206
54 inches, $1.50

12 Point Italian Border No. 1201
54 inches, $1.50

12 Point Italian Border
No. 1202
54 inches, $1.50

12 Point Italian Border
No. 1203
54 inches, $1.50

36 Point Italian Border No. 3601 24 inches, $1.65

24 Point Italian Border No. 2401 36 inches, $1.65

ITALIAN BANDS

15¢ 12 Point No. 1 54 inches, $1.50

20¢ 18 Point No. 2 36 inches, $1.30

25¢ 24 Point No. 3 36 inches, $1.65

6 Point Italian Border
No. 601
60 inches, $1.50

6 Point Italian Border
No. 602
(color for 601)
60 inches, $1.50

12 Point Italian Border No. 1204
54 inches, $1.50

12 Point Italian Border No. 1205
(color for 1204) 54 inches, $1.50

AMERICAN TYPE FOUNDERS COMPANY

12 Point Italian Border No. 1209, 54 inches, $1.50

12 Point Italian Border No. 1210
54 inches, $1.50

12 Point Italian Border No. 1208
54 inches, $1.50

Bodoni Borders

36 POINT BODONI BORDER No. 3651

Characters in Complete Font

Especially designed for imparting the quaint oldstyle effect
so often desired in present-day printing

American Type Founders Company

Designer and Maker

36 Point No. 3651, 24 inches, $1.65

30 POINT BODONI BORDER No. 3051

Characters in Complete Font

30 Point No. 3051, 24 inches, $1.35

ORIGINATED BY THE AMERICAN TYPE FOUNDERS COMPANY

18 Point No. 1851, 36 inches, $1.30

Borders for Shaded Printing

18 Point, 36 inches, $1.30

24 Point, 36 inches, $1.65

12 Point, 54 inches, $1.50

GRECIAN SHADED BORDER

6 Point, 60 inches, $1.50

10 Point
54 inches, $1.40

8 Point
54 inches, $1.35

DIAGONAL
SHADED
BORDER

6 Point, 60 inches, $1.50

12 Point, 54 inches, $1.50

8 Point
54 inches, $1.35

GRAY
OPEN SQUARE
BORDER

6 Point, 60 inches, $1.50

10 Point
54 inches, $1.40

12 Point, 54 inches, $1.50

GRECIAN OUTLINE BORDER

12 Point, 54 inches, $1.50

24 Point, 36 inches, $1.65

18 Point, 36 inches, $1.30

Linear Border No. 2

6 Point Linear Border No. 2, 60 inches, $1.50

24 Point Linear Border No. 2, 36 inches, $1.65

LINEAR BORDER No. 2

12 Point Linear Border No. 2, 54 inches, $1.50

36 Point Linear Border No. 2, 24 inches, $1.65

18 Point Linear Border No. 2, 36 inches, $1.30

AMERICAN TYPE FOUNDERS CO.

48 Point Linear Border No. 2, 24 inches, $2.00

Holiday Borders

36 Point No. 27 (Green) 42 inches, $3.00 36 Point No. 28 (Color for No. 27) 42 inches, $3.00

36 POINT HOLIDAY BORDERS Nos. 27 and 28

Characters in Complete Fonts

24 Green 34 Red

21 Green
31 Red

22 Green 32 Red

11 Green

6 Green

10 Green

8 Green

27 Green
37 Red

29 Green
39 Red

23 Green 33 Red

25 Green
35 Red

These borders are made for one or two colors and are fonted separately. Fonts of red characters (berries) include special justifying spaces which are the exact size of the four one-color pieces, and enable the printer to assemble color forms with great ease

36 Point No. 26 (Made for One Color) 42 inches, $3.00

For other Holiday Borders see pages 1053-1055 of the American Specimen Book of Type Styles (1912)

24 Point No. 30 (Green) 54 inches, $3.00 24 Point No. 31 (Color for No. 30) 54 inches, $3.00

24 POINT HOLIDAY BORDERS Nos. 30 and 31

Characters in Complete Fonts

207 Green
307 Red

204 Green
304 Red

201 Green
301 Red

202 Green
302 Red

205 Green
305 Red

203 Green 303 Red

106 Green

110 Green

108 Green

209 Green
309 Red

111 Green

These borders are made for one or two colors and are fonted separately. Fonts of red characters (berries) include special justifying spaces which are the exact size of the four one-color pieces, and enable the printer to assemble color forms with great ease

24 Point No. 29 (Made for One Color) 54 inches, $3.00

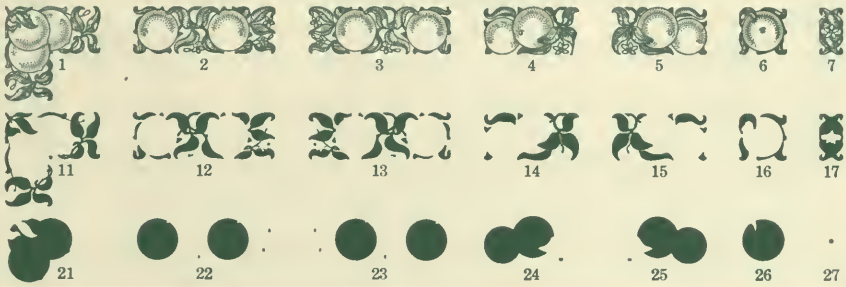
Orange Borders

18 POINT ORANGE BORDER—For Three Colors

Per font $4.00

Complete font for three colors will set two pages, each 114 ems (12 point) outside or 102 ems (12 point) inside

Characters in Complete Font



18 Point No. 2 (One Color Only) Per font $1.50

ORANGE BORDER No. 2—For One Color

Characters for the 18 Point size are same as those numbered 1, 2, 3, 4, 5, 6 and 7, shown above

Characters for the 24 Point size are same as those numbered 31, 32, 33, 34, 35, 36 and 37, shown below

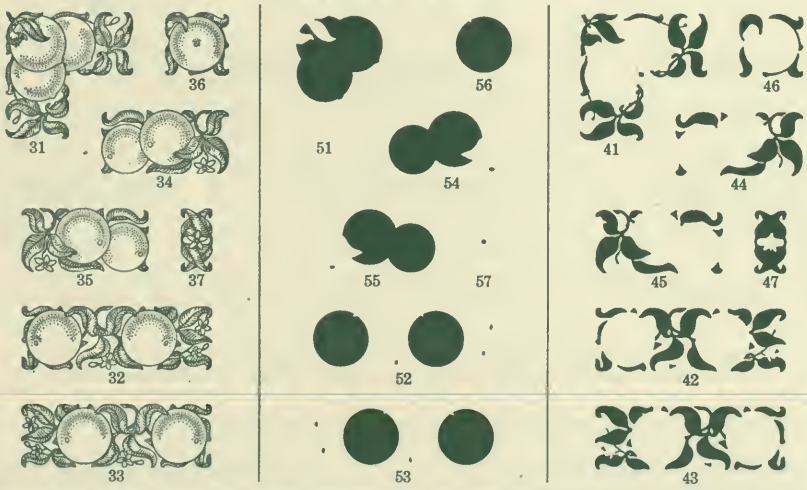
24 Point No. 2 (One Color Only) Per font $1.75

24 POINT ORANGE BORDER—For Three Colors

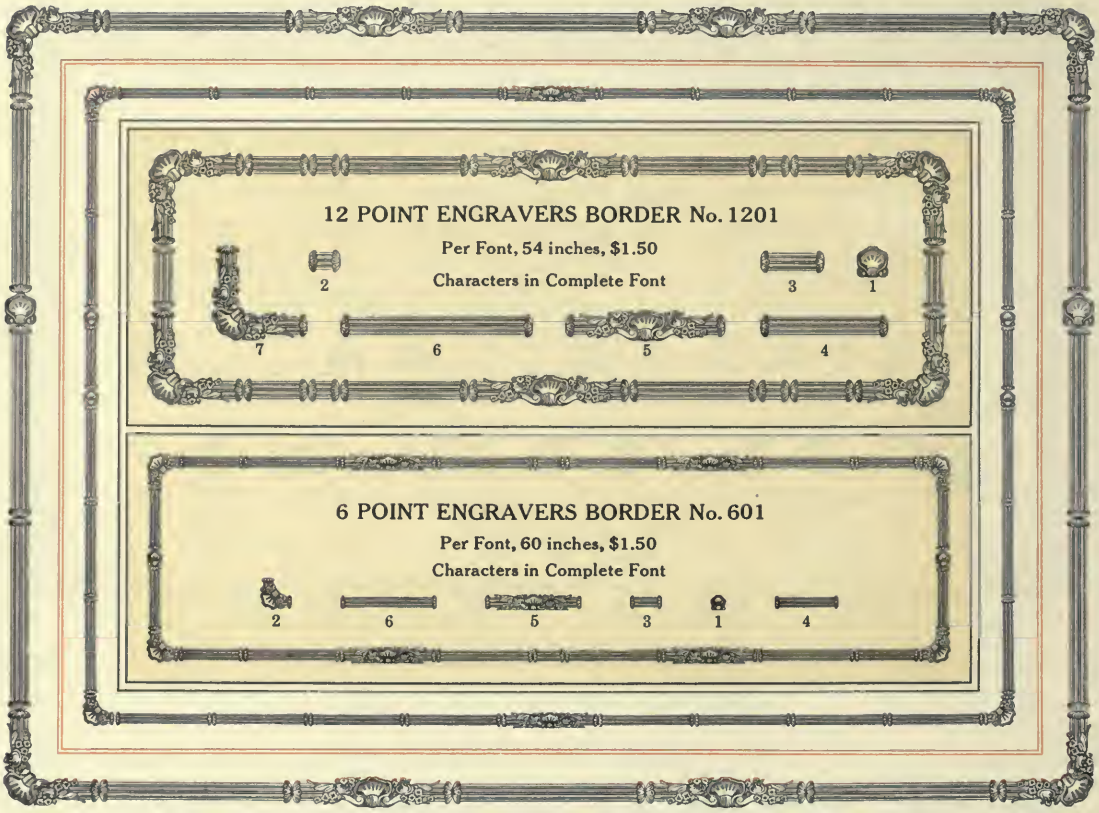
Per font $5.00

Complete font for three colors will set two pages, each 116 ems (12 point) outside or 100 ems (12 point) inside

Characters in Complete Font



Engravers Border and Century Border



For other Century Borders see pages 1049-1052 of the American Specimen Book of Type Styles (1912)

Crisscross Border, Agatha Border, Concrete Border

Can be used either as a Straight Border or for Fine Tint Work

CRISSCROSS BORDER

1 Two Characters Only 2

12 Point, 54 inches, $1.50

18 Point, 36 inches, $1.30

12 Point, 54 inches, $1.50

AGATHA BORDER

2 Characters in Complete Font 1

3

6 Point, 60 inches, $1.50

18 Point, 36 inches, $1.30

CONCRETE BORDER

A one-piece interchangeable border or background which will fit any job set to multiples of six points

6 Point, 60 inches, $1.50

12 Point, 54 inches, $1.50

18 Point, 36 inches, $1.30

Characters in Complete Font

2 1

Lithotone Borders

12 Point Lithotone Border No. 1206

54 inches, $1.50

12 Point Lithotone Border No. 1207

54 inches, $1.50

12 Point Lithotone Border No. 1205

54 inches, $1.50

12 Point Lithotone Border No. 1208

54 inches, $1.50

12 Point Lithotone Border No. 1209

54 inches, $1.50

8 Point Lithotone Border No. 804

54 inches, $1.35

6 Point Lithotone Border No. 602

60 inches, $1.50

3 Point Lithotone Border No. 310

66 inches, $1.50

3 Point Lithotone Border No. 301

66 inches, $1.50

6 Point Lithotone Border No. 603

60 inches, $1.50

24 Point 5 A $2 10 15 a $3 05 $5 15

24 POINT MEDIAL SCRIPT

Mme. Sophie Marsted
announces
an Exceptional Fall Display of
Wraps and Gowns
Friday, October the sixth
at one-thirty

4 Point 20 A $0 85 48 a $1 15 $2 00

4 POINT FRANKLIN GOTHIC

THERE IS A PROFITABLE FIELD FOR PRINTERS WHO WOULD CARE TO INSTALL STAMPING AND ENGRAVING DEPARTMENTS FOR PRODUCING FINE SOCIAL AND COMMERCIAL WORK

That an engraving department would be of advantage to the average well-organized printing office is demonstrated by the fact that many of the larger concerns are now conducting such ventures with admirable results. While the type-printing industry continues to expand and grow remarkably in every section of the country, the engraving and plate-printing business is also increasing wonderfully. On every side there is a greater demand for various specialties of both social and commercial engraving. The public in general has come to appreciate the excellent qualities of engraved printing. The printer who has an engraving department is in a position to create a lot of new business in the plate-printing and embossing lines. He can do this without lessening the volume of his letterpress business in the least. For instance, he suggests to certain customers that an engraved announcement would be a powerful advertisement for some special sale, or some similar occasion. In a like manner he suggests that engraved business cards would express the high character of a "polite" business better than would plainly printed ones. It would seem that smaller-town printers could install plate-printing and stamping departments under admirable conditions. The business is there for them, but of course it would need developing. In the beginning of the venture the printer could have his plates and dies made by the engravers of the larger cities, later on engaging an expert to do the engraving at the plant as the business grew. Without question there are many printers who could have an engraving department added to their regular printing business with excellent results. The typographical and engraving businesses belong together.

For other members of the Franklin Gothic Family see pages 738-747 of the American Specimen Book of Type Styles (1912)

AMERICAN TYPE FOUNDERS COMPANY

DESIGNER AND MAKER OF THE LEADING FACES IN

TYPEWRITER TYPE

TO MODERN PRINTERS:

By every test which can be made the type of the American Type Founders Company is conceded by those who have a knowledge of true values to be the best in quality and accuracy of production, besides having the highest and most important advantages in point of style. In this day, when the leading and ambitious printers are giving their closest and keenest attention to practical methods of efficiency, it would seem suicidal, from a business point of view, for anyone engaged in the art preservative to consider the purchase of any type but the best.

VICTORIA UNDERWOOD TYPEWRITER

The following characters are furnished with each complete font:

a b c d e f g h i j k l m n o p q r s t u v
w x y z A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 & $ ¢ %
/ @ # ( ) . , : ; - ° _ ' " ! ? * ¼ ½ ¾

VICTORIA UNDERWOOD TYPEWRITER
12 point 20 A $1 85 100 a $5 50 $7 35
Justifiers furnished in 1 and 5 pound fonts

TO THE WIDE-AWAKE PRINTER:

If you have no time to advertise your business you are not getting out of it all it holds in store for you. Therefore, study your advertising problems. There is no need to plunge. Go at it gently, thoughtfully, but above all persistently. Perhaps it will be better to hire some one to help you. You did not disdain the help of a sign painter who advertised you with the sign he painted. Perhaps you are a printer rather than an advertiser. If so, hire some of the time of an advertiser who is able to convince the business people in your community that they are neglecting profits by neglecting to use your printing facilities.

UNDERWOOD TYPEWRITER

The following characters are furnished with each complete font:

a b c d e f g h i j k l m n o p q r s t u
v w x y z A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 &
$ ¢ % / @ #) . , : ; - _ ' " ! ? * ¼ ½ ¾

UNDERWOOD TYPEWRITER
12 Point 8 A $0 85 34 a $1 90 $2 75
Justifiers furnished in 1 and 5 pound fonts

AMERICAN TYPE FOUNDERS COMPANY

DESIGNER AND MAKER OF ARTISTIC

TYPE · BORDERS · ORNAMENTS · BRASS RULE

12 POINT HEBREW TYPEWRITER No. 1221

Per font 29 א $2 25

דעפאזיטם ווערדען אנגענומען צאהלבאר געגען טשעקס אין
וויא ווייט דער מיטעל געגען דיא פארשפרייטונג פון קראנקע
רעפארט פון באארד אוו העאלטה האט איבערצייגט אז אויך
דיא פערקלענערונג פון טויטען פעלע און דיא פערמעהרונג

The following characters are furnished with each font:

אבגדהוזחטיכלמנסעפצקרשתהסזחיעבפאאָ ווי

12 POINT HEBREW TYPEWRITER No. 102

Per font 65 א $6 00

דעס גאַנצען פון מענשליכע וויסענשאפטען קען מען איינטהיי-
לען אין דריי גרויסע פעלדער: ערשטענס, די דרויסענדיגע
וועלט אָדער די נאַטור,--אַלץ, וואָס האָט צו טהאָן מיט די אַזוי-
אָנגערופענע נאַטירליכע ערשיינונגען, צו וועלכע עס געהערט אויך
דער מענש, ווען מען קוקט אויף איהם מעהר נישט ווי אויף אַ
קערפערליכע זאַך. צווייטענס, די פסיכישע וועלט, וואָס האָט צו

The following characters are furnished with each font:

אבגדהוזחטיכלמנסעפצקרשתהסזחיעבפאאָוויי
$1234567890-.:,';!?'"

12 POINT SILK REMINGTON RUSSIAN TYPEWRITER

Per font 15 A 112 a $7 50

Слабый Физически, безсильный духовно, и весь во
власти необузданной Фантазіи, онъ создаетъ себѣ цѣлый
міръ таинственныхъ силъ, своихъ Боговъ. Его умъ занимаетъ
одинъ вопросъ: Что такое праведное? И онъ идетъ къ
жрецу, чтобъ узнать изъ устъ служителей Бога вѣчную воду

The following characters are furnished with each font:

абвгдежзиіклмнопрстуФхцчшщъыьѣэеюяѵй
АБВГДЕЖЗИІКЛМНОПРСТУФХЦЧШЩЪЫЬѢЭЕЮЯѴЙ
-.,;:!?'")*1234567890$&113135742488888%@/¢#

Cut-Cost Fractions

CUT-COST FRACTIONS No. 1

6 Point, per font . . . $2 25
8 Point, per font . . . 2 75

Cut-Cost Fractions No. 1 are so made that two en-set fractions can be placed together to make fractions in 16ths, 32ds and 64ths.

Thus: $\frac{1}{8}$ and $\frac{1}{2}$ placed together make $\frac{11}{32}$

The following commonly used characters are furnished:

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{5}$ $\frac{2}{5}$

Special characters used for 16ths, 32ds and 64ths are:

Numerators: 1 3 5 7 9

Denominators: 16 32 64

Making $\frac{1}{16}$ $\frac{3}{16}$ $\frac{5}{16}$ $\frac{7}{16}$ $\frac{9}{16}$ $\frac{1}{32}$ $\frac{3}{32}$ $\frac{5}{32}$ $\frac{7}{32}$ $\frac{9}{32}$ $\frac{1}{64}$ $\frac{3}{64}$ $\frac{5}{64}$ $\frac{7}{64}$ $\frac{9}{64}$

The following characters on en-set are used together to make 16th, 32ds and 64ths when numerator is 11 or larger:

For 16ths:

Combine $\frac{1}{1}$ with $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ for $\frac{11}{16}$ $\frac{13}{16}$ $\frac{15}{16}$

For 32ds:

Combine $\frac{1}{8}$ with $\frac{1}{2}$ $\frac{3}{2}$ $\frac{5}{2}$ $\frac{7}{2}$ $\frac{9}{2}$ to make $\frac{11}{32}$ $\frac{13}{32}$ $\frac{15}{32}$ $\frac{17}{32}$ $\frac{19}{32}$

Combine $\frac{3}{8}$ with $\frac{1}{2}$ $\frac{3}{2}$ $\frac{5}{2}$ $\frac{7}{2}$ $\frac{9}{2}$ to make $\frac{21}{32}$ $\frac{23}{32}$ $\frac{25}{32}$ $\frac{27}{32}$ $\frac{29}{32}$

Combine $\frac{5}{8}$ with $\frac{1}{2}$ to make $\frac{31}{32}$

For 64ths:

Combine $\frac{1}{8}$ with $\frac{1}{4}$ $\frac{3}{4}$ $\frac{5}{4}$ $\frac{7}{4}$ $\frac{9}{4}$ to make $\frac{11}{64}$ $\frac{13}{64}$ $\frac{15}{64}$ $\frac{17}{64}$ $\frac{19}{64}$

Combine $\frac{3}{8}$ with $\frac{1}{4}$ $\frac{3}{4}$ $\frac{5}{4}$ $\frac{7}{4}$ $\frac{9}{4}$ to make $\frac{21}{64}$ $\frac{23}{64}$ $\frac{25}{64}$ $\frac{27}{64}$ $\frac{29}{64}$

Combine $\frac{5}{8}$ with $\frac{1}{4}$ $\frac{3}{4}$ $\frac{5}{4}$ $\frac{7}{4}$ $\frac{9}{4}$ to make $\frac{31}{64}$ $\frac{33}{64}$ $\frac{35}{64}$ $\frac{37}{64}$ $\frac{39}{64}$

Combine $\frac{7}{8}$ $\frac{9}{8}$ and $\frac{5}{8}$ with $\frac{1}{4}$ $\frac{3}{4}$ $\frac{5}{4}$ $\frac{7}{4}$ $\frac{9}{4}$ to make the rest of the "odd" 64ths: $\frac{41}{64}$ to $\frac{49}{64}$—$\frac{51}{64}$ to $\frac{59}{64}$—$\frac{61}{64}$ to $\frac{63}{64}$

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 1 are $\frac{1}{8}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{5}{8}$ and complete 8ths, 16ths, 32ds and 64ths, as follows:

$\frac{1}{64}$	$\frac{1}{32}$	$\frac{3}{64}$	$\frac{1}{16}$	$\frac{5}{64}$	$\frac{3}{32}$	$\frac{7}{64}$	$\frac{1}{8}$
$\frac{9}{64}$	$\frac{5}{32}$	$\frac{11}{64}$	$\frac{3}{16}$	$\frac{13}{64}$	$\frac{7}{32}$	$\frac{15}{64}$	$\frac{1}{4}$
$\frac{17}{64}$	$\frac{9}{32}$	$\frac{19}{64}$	$\frac{5}{16}$	$\frac{21}{64}$	$\frac{11}{32}$	$\frac{23}{64}$	$\frac{3}{8}$
$\frac{25}{64}$	$\frac{13}{32}$	$\frac{27}{64}$	$\frac{7}{16}$	$\frac{29}{64}$	$\frac{15}{32}$	$\frac{31}{64}$	$\frac{1}{2}$
$\frac{33}{64}$	$\frac{17}{32}$	$\frac{35}{64}$	$\frac{9}{16}$	$\frac{37}{64}$	$\frac{19}{32}$	$\frac{39}{64}$	$\frac{5}{8}$
$\frac{41}{64}$	$\frac{21}{32}$	$\frac{43}{64}$	$\frac{11}{16}$	$\frac{45}{64}$	$\frac{23}{32}$	$\frac{47}{64}$	$\frac{3}{4}$
$\frac{49}{64}$	$\frac{25}{32}$	$\frac{51}{64}$	$\frac{13}{16}$	$\frac{53}{64}$	$\frac{27}{32}$	$\frac{55}{64}$	$\frac{7}{8}$
$\frac{57}{64}$	$\frac{29}{32}$	$\frac{59}{64}$	$\frac{15}{16}$	$\frac{61}{64}$	$\frac{31}{32}$	$\frac{63}{64}$	

CUT-COST FRACTIONS No. 2

6 Point, per font . . . $2 25
8 Point, per font . . . 2 75

Cut-Cost Fractions No. 2 are so made that two en-set fractions can be placed together to make fractions in 12ths, 16ths, 24ths and 48ths.

Thus: $\frac{1}{4}$ and $\frac{1}{3}$ placed together make $\frac{11}{48}$

The following commonly used characters are furnished:

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{6}$ $\frac{5}{6}$

Special characters used for 12ths, 16ths, 24ths and 48ths are:

Numerators: 1 3 5 7 9

Denominators: 12 16 24 48

Making $\frac{1}{12}$ $\frac{5}{12}$ $\frac{7}{12}$ $\frac{1}{16}$ $\frac{3}{16}$ $\frac{5}{16}$ $\frac{7}{16}$ $\frac{9}{16}$ $\frac{1}{24}$ $\frac{5}{24}$ $\frac{7}{24}$ $\frac{1}{48}$ $\frac{5}{48}$ $\frac{7}{48}$

The following characters on en-set are used together to make 12ths, 16ths, 24ths and 48ths when numerator is 11 or larger:

For 12ths:

Combine $\frac{1}{1}$ with $\frac{1}{2}$ for $\frac{11}{12}$

For 16ths:

Combine $\frac{1}{1}$ with $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ to make $\frac{11}{16}$ $\frac{13}{16}$ $\frac{15}{16}$

For 24ths:

Combine $\frac{1}{2}$ with $\frac{1}{4}$ $\frac{3}{4}$ $\frac{7}{4}$ $\frac{9}{4}$ to make $\frac{11}{24}$ $\frac{13}{24}$ $\frac{17}{24}$ $\frac{19}{24}$

Combine $\frac{2}{2}$ with $\frac{2}{4}$ to make $\frac{23}{24}$

For 48ths:

Combine $\frac{1}{4}$ with $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{9}{8}$ to make $\frac{11}{48}$ $\frac{13}{48}$ $\frac{17}{48}$ $\frac{19}{48}$

Combine $\frac{2}{4}$ with $\frac{3}{8}$ $\frac{5}{8}$ $\frac{9}{8}$ to make $\frac{23}{48}$ $\frac{25}{48}$ $\frac{29}{48}$

Combine $\frac{3}{4}$ with $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ to make $\frac{31}{48}$ $\frac{35}{48}$ $\frac{37}{48}$

Combine $\frac{3}{4}$ with $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ to make $\frac{41}{48}$ $\frac{43}{48}$ $\frac{47}{48}$

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 2 are complete 12ths, 16ths, 24ths and 48ths, as follows:

$\frac{1}{48}$	$\frac{1}{24}$	$\frac{1}{16}$	$\frac{1}{12}$	$\frac{5}{48}$	$\frac{1}{8}$
$\frac{7}{48}$	$\frac{1}{6}$	$\frac{3}{16}$	$\frac{5}{24}$	$\frac{11}{48}$	$\frac{1}{4}$
$\frac{13}{48}$	$\frac{7}{24}$	$\frac{5}{16}$	$\frac{1}{3}$	$\frac{17}{48}$	$\frac{3}{8}$
$\frac{19}{48}$	$\frac{5}{12}$	$\frac{7}{16}$	$\frac{11}{24}$	$\frac{23}{48}$	$\frac{1}{2}$
$\frac{25}{48}$	$\frac{13}{24}$	$\frac{9}{16}$	$\frac{7}{12}$	$\frac{29}{48}$	$\frac{5}{8}$
$\frac{31}{48}$	$\frac{2}{3}$	$\frac{11}{16}$	$\frac{17}{24}$	$\frac{35}{48}$	$\frac{3}{4}$
$\frac{37}{48}$	$\frac{19}{24}$	$\frac{13}{16}$	$\frac{5}{6}$	$\frac{41}{48}$	$\frac{7}{8}$
$\frac{43}{48}$	$\frac{11}{12}$	$\frac{15}{16}$	$\frac{23}{24}$	$\frac{47}{48}$	

CUT-COST SMALL CAP CASE

Cut-Cost Small Cap Case, ½ size with 42 compartments, three fit in blank case $0 60

The Cut-Cost Small Cap Case will hold both Fonts Nos. 1 and 2 containing characters for complete 64ths and 48ths. In laying the case for 64ths only, the compartments used for the denominators 12 24 and 48 and characters $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{3}$ and $\frac{2}{3}$ will be empty, as these characters are used only for 48ths and are not included in Font No. 1 (64ths). There will be eleven empty compartments in the layout for 48ths only as the denominators 32 and 64 and characters $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{5}{4}$ $\frac{7}{4}$ $\frac{9}{4}$ $\frac{1}{2}$ and $\frac{3}{2}$ are used only for 64ths and are not included in Font No. 2 (48ths).

12	1	$\frac{1}{8}$	$\frac{1}{6}$	$\frac{1}{4}$	$\frac{1}{1}$	$\frac{1}{2}$
16	3	$\frac{3}{8}$	$\frac{3}{6}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{3}{2}$
24	5	$\frac{5}{8}$	$\frac{5}{6}$	$\frac{5}{4}$	$\frac{2}{3}$	$\frac{5}{2}$
32	7	$\frac{7}{8}$	$\frac{2}{6}$	$\frac{7}{4}$	$\frac{3}{3}$	$\frac{7}{2}$
48	9	$\frac{9}{8}$	$\frac{4}{6}$	$\frac{9}{4}$	Em Quad	$\frac{9}{2}$
64	4 Em Space	En Quad	$\frac{6}{6}$	$\frac{2}{4}$	$\frac{4}{4}$	$\frac{2}{2}$

Every printing office has constant use for the fractions: eighths, quarters, halves, and frequently for the sixteenths and sixty-fourths.

Note to the Compositor:

When the numerator is 11 or or larger (for instance, $\frac{11}{32}$) read the copy up and down and pick out $\frac{1}{3}$ and $\frac{1}{2}$. After a little practice it will be natural to consider the fraction as two en-set type placed together. Fractions with a numerator 9 and smaller and a denominator 12 or larger (for instance, $\frac{9}{12}$) are easily composed by selecting the proper numerator and denominator.

CHELTENHAM BOLD FRACTIONS

48 Point — Per font $1 25

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

36 Point — Per font $1 00

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

30 Point — Per font $0 75

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

24 Point — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

18 Point — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

14 Point — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

12 Point — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

10 Point — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

8 Point — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

6 Point — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

CLOISTER OLDSTYLE FRACTIONS

18 Point — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

14 Point — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

12 Point — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

10 Point — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

8 Point — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

6 Point — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %0 ¢

NEW GOTHIC FRACTIONS

Here are three new series of Gothic Fractions that should at once interest commercial printers. A growing demand for fractions that would harmonize with our wonderful line of Gothic faces has resulted in our putting on the market a light, a medium and a heavy fraction in eleven characters as follows: ¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

6 Point No. 601 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

6 Point No. 602 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

6 Point No. 603 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

8 Point No. 801 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

8 Point No. 802 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

8 Point No. 803 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

10 Point No. 1001 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ %

10 Point No. 1002 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ %

10 Point No. 1003 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ %

12 Point No. 1201 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

12 Point No. 1202 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

12 Point No. 1203 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

14 Point No. 1401 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝

14 Point No. 1402 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝

14 Point No. 1403 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝

18 Point No. 1801 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜

18 Point No. 1802 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜

18 Point No. 1803 Per font $0 50
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜

24 Point No. 2401 Per font $0 75
¼ ½ ¾ ⅓ ⅔

24 Point No. 2402 Per font $0 75
¼ ½ ¾ ⅓ ⅔

24 Point No. 2403 Per font $0 75
¼ ½ ¾ ⅓ ⅔

30 Point No. 3001 Per font $0 75
¼ ½ ¾ ⅓

30 Point No. 3002 Per font $0 75
¼ ½ ¾ ⅓

30 Point No. 3003 Per font $0 75
¼ ½ ¾ ⅓

36 Point No. 3601 Per font $0 75
¼ ½ ¾ ⅓

36 Point No. 3602 Per font $0 75
¼ ½ ¾ ⅓

36 Point No. 3603 Per font $0 75
¼ ½ ¾ ⅓

BODONI FRACTIONS

18 Point Per font $0 70
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

14 Point Per font $0 70
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

12 Point Per font $0 75
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

10 Point Per font $0 85
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

8 Point Per font $1 00
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

6 Point Per font $1 30
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

BODONI BOOK FRACTIONS

18 Point Per font $0 70
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

14 Point Per font $0 70
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

12 Point Per font $0 75
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

10 Point Per font $0 85
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

8 Point Per font $1 00
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

6 Point Per font $1 30
¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

Job Type Fractions

NEW GOTHIC CONDENSED FRACTIONS

6 Point No. 604 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

6 Point No. 605 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

6 Point No. 606 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

8 Point No. 804 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

8 Point No. 805 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

8 Point No. 806 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

10 Point No. 1004 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

10 Point No. 1005 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

10 Point No. 1006 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

12 Point No. 1204 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

12 Point No. 1205 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

12 Point No. 1206 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

14 Point No. 1404 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

14 Point No. 1405 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

14 Point No. 1406 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0

18 Point No. 1804 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0 ¢

18 Point No. 1805 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %/0

18 Point No. 1806 — Per font $0 50

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

24 Point No. 2404 — Per font $0 75

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8

24 Point No. 2405 — Per font $0 75

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8

24 Point No. 2406 — Per font $0 75

1/4 1/2 3/4 1/3 2/3 1/8 3/8

30 Point No. 3004 — Per font $0 75

1/4 1/2 3/4 1/3 2/3 1/8 3/8

30 Point No. 3005 — Per font $0 75

1/4 1/2 3/4 1/3 2/3 1/8 3/8

30 Point No. 3006 — Per font $0 75

1/4 1/2 3/4 1/3 2/3 1/8

36 Point No. 3604 — Per font $0 75

1/4 1/2 3/4 1/3 2/3 1/8

36 Point No. 3605 — Per font $0 75

1/4 1/2 3/4 1/3 2/3 1/8

36 Point No. 3606 — Per font $0 75

1/4 1/2 3/4 1/3 2/3

VENETIAN FRACTIONS

18 Point — Per font $0 70

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

14 Point — Per font $0 70

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

12 Point — Per font $0 75

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

11 Point — Per font $0 80

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

10 Point — Per font $0 85

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

9 Point — Per font $0 90

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

8 Point — Per font $1 00

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

6 Point — Per font $1 30

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

TYPEWRITER FRACTIONS

American Typewriter Fractions

6 Point — Per font $0 75

1/4 1/2 3/4 1/8 3/8 5/8 7/8

Reproducing Typewriter Fractions

6 Point — Per font $0 75

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

New Model Elite Remington Typewriter Fractions

10 Point — Per font $0 75

1/4 1/2 3/4 1/8 3/8 5/8 7/8

New Model Underwood Typewriter Fractions

12 Point — Per font $0 75

1/4 1/2 3/4 1/8 3/8 5/8 7/8

Standard Typewriter Fractions

12 Point — Per font $0 75

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

New Model Remington Fractions

12 Point — Per font $0 75

1/4 1/2 3/4 1/8 3/8 5/8 7/8

Silk Remington Typewriter Fractions

12 Point — Per font $0 75

1/4 1/2 3/4 1/8 3/8 5/8 7/8

Oliver Typewriter Fractions

12 Point — Per font $0 75

1/4 1/2 3/4 1/8 3/8 5/8 7/8

Cheltenham Perpetual Calendars

24 Point Cheltenham Perpetual Calendar No. 14

1917	NOVEMBER					1917
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Price Complete $2.25

12 Point Cheltenham Perpetual Calendar No. 12

1918	DECEMBER					1918
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Price Complete $1.25

Fonts include brass rules for one month, one each of the date logotypes, seven blanks, one each of the day logotypes, and sufficient type, figures and spaces for every month in the year for twenty years. The Perpetual Calendars carry the double date logotypes in all except the six and eight point sizes

1917	MARCH					1917
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

8 Point Cheltenham Perpetual Calendar No. 10 Price Complete 75c

Does not contain double date logotypes

1918	SEPTEMBER					1918
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

10 Point Cheltenham Perpetual Calendar No. 11 Price Complete $1.00

Very plain and easily read

18 Point Cheltenham Perpetual Calendar No. 13

1917	JUNE					1917
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Price Complete $1.75

1 2 3 4 5 6

6 Point Cheltenham Perpetual Calendar No. 9 Price Complete 50c

Does not contain double date logotypes

1918	FEB					1918
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

These Calendars are perpetual and may be used year after year by rearranging the figures and months

Other Sizes of Cheltenham Perpetual Calendars

60 Point No. 17

16 MON

60 Point No. 27

27 Fr

36 Point No. 15

WED 30

48 Point No. 16

TUE 30

48 Point No. 26

Mo 24/31

36 Point No. 25

Sa 25

Cheltenham Perpetual Calendars

24 Point Cheltenham Perpetual Calendar No. 24

1918	JANUARY					1918
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Price Complete $2.00

1917	OCTOBER					1917
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

12 Point Cheltenham Perpetual Calendar No. 22 Price Complete $1.25

Profit-makers for the Printer

Fonts include brass rules for one month, one each of the date logotypes, seven blanks, one each of the day logotypes, and sufficient type, figures and spaces for every month in the year for twenty years. The Perpetual Calendars carry the double date logotypes in all except the six and eight point sizes

1918	APRIL					1918
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

8 Point Cheltenham Perpetual Calendar No. 20 Price Complete 75c

Does not contain double date logotypes

1918	MAY					1918
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

10 Point Cheltenham Perpetual Calendar No. 21 Price Complete $1.00

1 2 3 4 5

These Calendars save money

1917	JULY					1917
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

18 Point Cheltenham Perpetual Calendar No. 23 Price Complete $1.75

This size should prove a source of great profit to the enterprising job printer

Su Mo Tu We Th Fr Sa

6 Point Cheltenham Perpetual Calendar No. 19 Price Complete 50c

Does not contain double date logotypes

1917	AUG					1917
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Cheltenham Perpetual Calendars are also made in 36 point, 48 point and 60 point sizes at prices shown in list below

PRICES AND SIZES OF CHELTENHAM PERPETUAL CALENDARS

6 Point No. 9, Complete	$0.50
6 Point No. 19, Complete	.50
8 Point No. 10, Complete	.75
8 Point No. 20, Complete	.75
10 Point No. 11, Complete	1.00
10 Point No. 21, Complete	1.00
12 Point No. 12, Complete	1.25
12 Point No. 22, Complete	1.25
18 Point No. 13, Complete	1.75
18 Point No. 23, Complete	$1.75
24 Point No. 14, Complete	2.25
24 Point No. 24, Complete	2.00
36 Point No. 15, Complete	4.00
36 Point No. 25, Complete	3.50
48 Point No. 16, Complete	7.00
48 Point No. 26, Complete	5.50
60 Point No. 17, Complete	9.00
60 Point No. 27, Complete	7.50

Made for Yearly Calendars in the following sizes and sold without Brass Rule Border or Extra Characters

6 Point No. 109, Complete	$2.75
6 Point No. 119, Complete	2.15
8 Point No. 110, Complete	3.60
8 Point No. 120, Complete	2.85
10 Point No. 111, Complete	$4.65
10 Point No. 121, Complete	3.70
12 Point No. 112, Complete	6.75
12 Point No. 122, Complete	4.75

National Trade Emblems

8401 40c

7201 35c

6001 30c

4801 25c

3601 20c

2401 15c

2402 15c

3602 20c

4802 25c

6002 30c

7202 35c

8402 40c

8404 40c

PRICES FOR THE NATIONAL TRADE EMBLEMS IN QUANTITIES

Believing that the National Trade Emblems will be extensively used by all advertisers, big and little, we have listed them in various quantities at popular prices, as follows:

Single Price Each	5 or More and Less than 10 Each	10 or More and Less than 20 Each	20 or More and Less than 40 Each	40 or More Each
$0 50	$0 40	$0 35	$0 30	$0 25
45	35	25	22	20
40	28	20	16	15
35	25	18	15	13
30	20	16	14	12
25	18	14	12	10
20	16	12	10	9
15	12	10	8	7

To ascertain the price of five or more National Trade Emblems of one design and body take the single price and follow across the column to the quantity wanted.

8403 40c

7204 35c

7203 35c

6004 30c

4808 50c

6003 30c

4804 25c

3608 40c

4803 25c

2408 30c

7210 35c

4810 25c

3610 20c

3609 20c

4809 25c

7209 35c

NATIONAL TRADE EMBLEMS

8407 40c

7207 35c

6007 30c

4807 25c

3607 20c

2407 15c

4805 25c

2411 15c

3611 20c

4811 25c

6011 30c

7211 35c

7205 35c

3606 30c

3605 20c

7206 45c

4806 35c

"MADE IN DETROIT" TRADE EMBLEMS

Reproduced from the design
awarded first prize by the Detroit
Board of Trade

7213 35c

3613 20c

4813 25c

6013 30c

SECTIONAL TRADE EMBLEMS

Cast in two pieces
Any city or town can be inserted

7214 35c

3614 20c

4814 25c

6014 30c

CIVIC PRIDE TRADE EMBLEMS

1 25c

2 20c

3 20c

4 25c

Federal Reserve Bank Check Figures and Election Ticket Emblems

1234

5 6

7890

FEDERAL
RESERVE BANK CHECK FIGURES

Font contains
two of each character

Per font $3.30

Single character 20c

These figures are designed to meet the requirements of Federal Bank Check Printing. They are cast in type molds and sold in fonts or singly

(CAST ON 120 POINT BODY)

ELECTION TICKET EMBLEMS

Single character 10c — Five of one kind or assorted 30c — Ten of one kind or assorted 45c

Sold in larger quantities at two cents extra for each additional character

101
Republican

102
Democratic

103
Progressive

104
Independence League

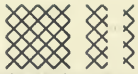
105
Socialist

106
Socialist Labor

107
Prohibition

Space Fillers

Per font $2.65



SPACE FILLERS:-Font contains 164 characters 24 point set, 35 characters 8 point set, and 26 characters 4 point set.

108
Liberal

109
American

For other Election Signs see page 932 of the American Specimen Book of Type Styles (1912)

Lithotone Brass Rule

NO.	BODY	PER FOOT
1591	1 Point	$0 10½
1591½	1½ Point	13
1592	2 Point	15
1593	3 Point	22
1594	4 Point	30
1596	6 Point	45
1598	8 Point	60
15910	10 Point	75
15912	12 Point	90
15918	18 Point	1 35
15924	24 Point	1 80

American Type Founders Co.

Originator of Leading Type Designs

LITHOTONE BRASS RULE

NO.	BODY	PER FOOT
1571	1 Point	$0 10½
1571½	1½ Point	13
1572	2 Point	15
1573	3 Point	22
1574	4 Point	30
1576	6 Point	45
1578	8 Point	60
15710	10 Point	75
15712	12 Point	90
15718	18 Point	1 35
15724	24 Point	1 80

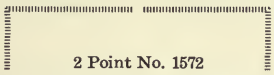
AMERICAN TYPE FOUNDERS COMPANY

ORIGINATOR MANUFACTURER

LITHOTONE BRAZED BRASS CORNERS, SERIES No. 157

PRICES—Per Set of Four
2, 3, 4 and 6 Point . . . $0 75
8, 10 and 12 Point . . . 90

PRICES—Per Set of Four
18 Point $1 20
24 Point 1 50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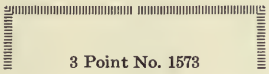
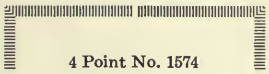
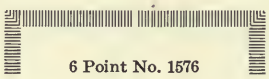
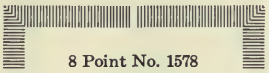
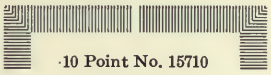
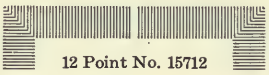

3 Point No. 1573

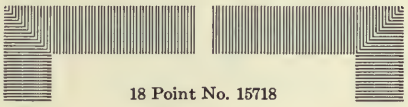

4 Point No. 1574

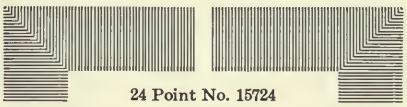

6 Point No. 1576


8 Point No. 1578


10 Point No. 15710


12 Point No. 15712

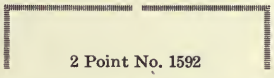

18 Point No. 15718

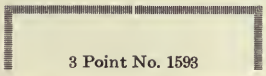

24 Point No. 15724

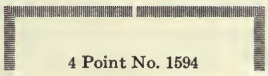
LITHOTONE BRAZED BRASS CORNERS, SERIES No. 159

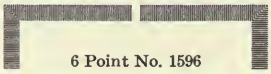
PRICES—Per Set of Four
2, 3, 4 and 6 Point . . . $0 75
8, 10 and 12 Point . . . 90

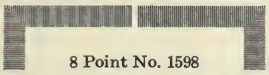
PRICES—Per Set of Four
18 Point $1 20
24 Point 1 50

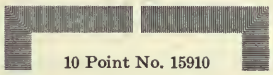

2 Point No. 1592


3 Point No. 1593


4 Point No. 1594


6 Point No. 1596


8 Point No. 1598


10 Point No. 15910

12 Point No. 15912

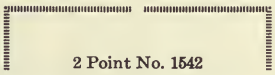
18 Point No. 15918

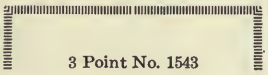
24 Point No. 15924

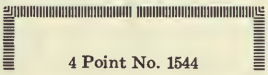
LITHOTONE BRAZED BRASS CORNERS, SERIES No. 154

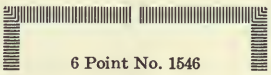
PRICES—Per Set of Four
2, 3, 4 and 6 Point . . . $0 75
8, 10 and 12 Point . . . 90

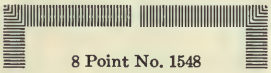
PRICES—Per Set of Four
18 Point $1 20
24 Point 1 50

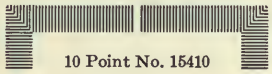

2 Point No. 1542


3 Point No. 1543

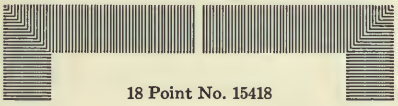

4 Point No. 1544


6 Point No. 1546


8 Point No. 1548

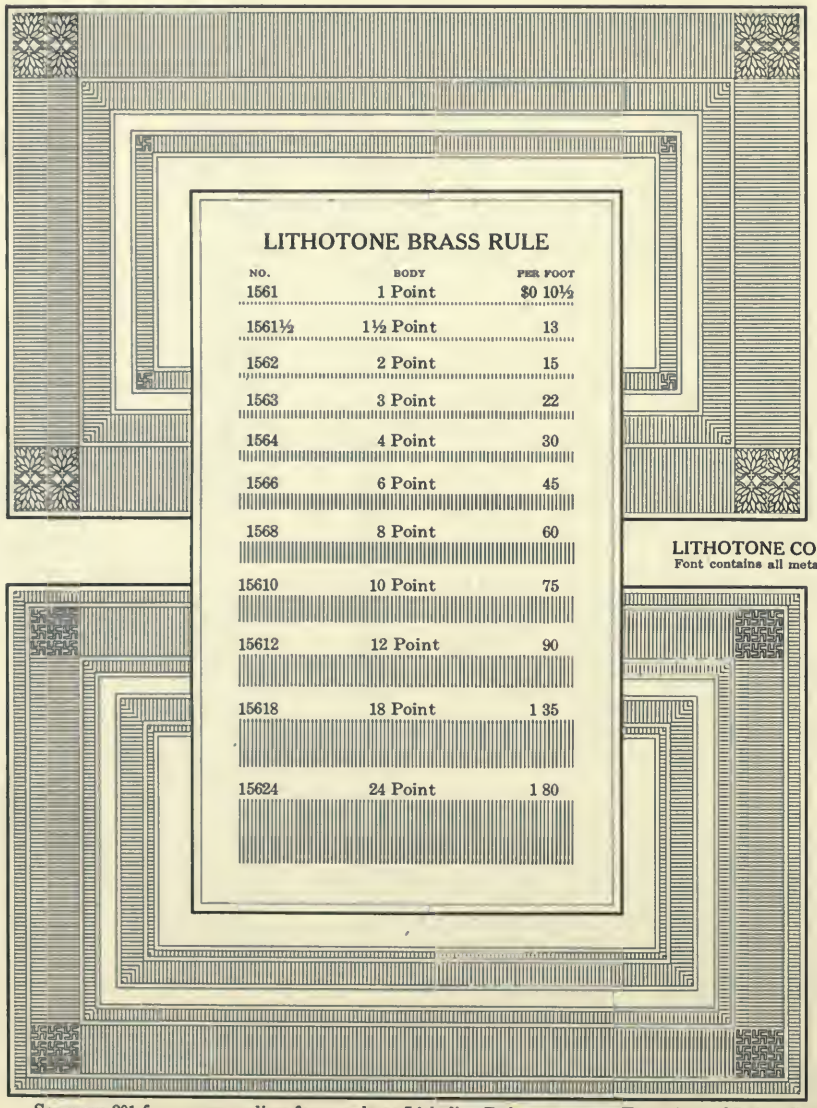

10 Point No. 15410

12 Point No. 15412


18 Point No. 15418

24 Point No. 15424

Brazed Brass Corners can be furnished for Series 147, 148, 149, 155, 156, 158 and 160, and all double and triple line Lithotone Rule and Litholine Rule at the same prices. For prices of labor-saving fonts see Tables B and B1, page 204



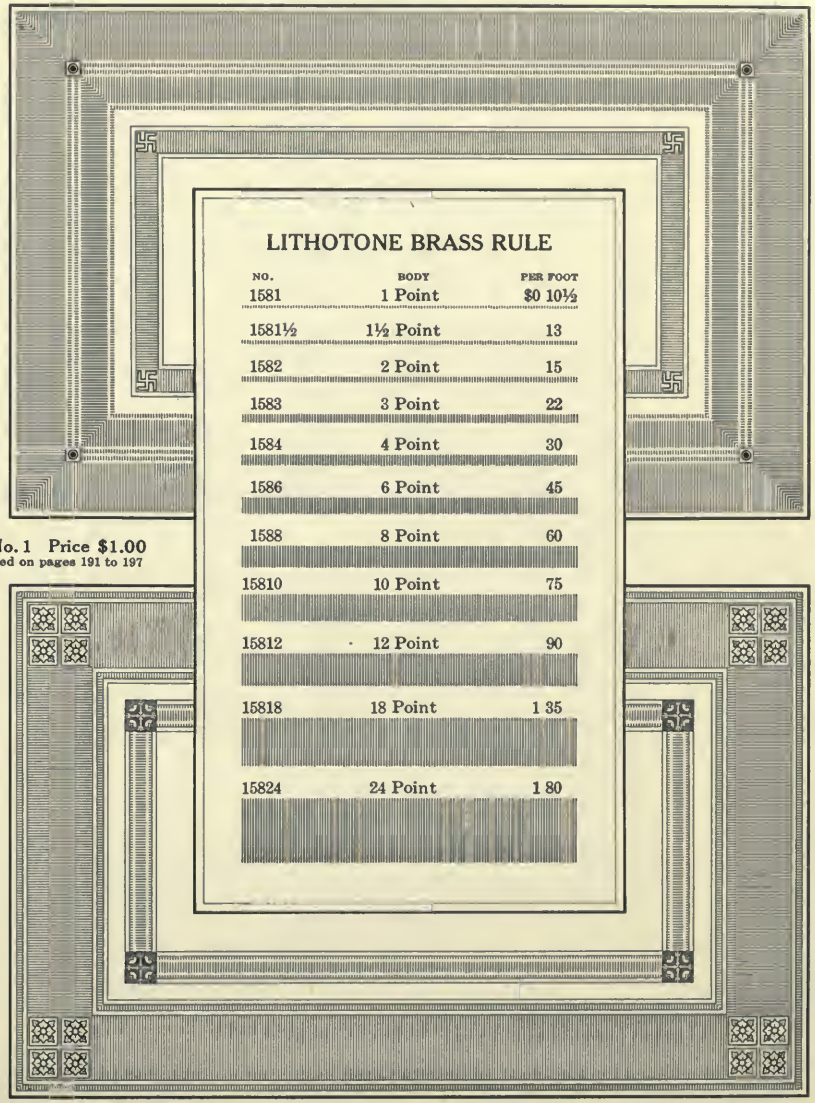
LITHOTONE BRASS RULE

NO.	BODY	PER FOOT
1561	1 Point	$0 10½
1561½	1½ Point	13
1562	2 Point	15
1563	3 Point	22
1564	4 Point	30
1566	6 Point	45
1568	8 Point	60
15610	10 Point	75
15612	12 Point	90
15618	18 Point	1 35
15624	24 Point	1 80

See page 201 for corresponding face made as Litholine Rule

LITHOTONE CORNERS No. 1 Price $1.00
Font contains all metal corners used on pages 191 to 197

For prices of Labor-Saving Fonts see Table B1, page 204



LITHOTONE BRASS RULE

NO.	BODY	PER FOOT
1581	1 Point	$0 10½
1581½	1½ Point	13
1582	2 Point	15
1583	3 Point	22
1584	4 Point	30
1586	6 Point	45
1588	8 Point	60
15810	10 Point	75
15812	12 Point	90
15818	18 Point	1 35
15824	24 Point	1 80

See page 201 for corresponding face made as Litholine Rule

LITHOTONE BRASS RULE

NO.	BODY	PER FOOT
1491	1 Point	$0 10½
1491½	1½ Point	13
1492	2 Point	15
1493	3 Point	22
1494	4 Point	30
1496	6 Point	45
1498	8 Point	60
14910	10 Point	75
14912	12 Point	90
14918	18 Point	1 35
14924	24 Point	1 80

See page 202 for corresponding face made as Litholine Rule

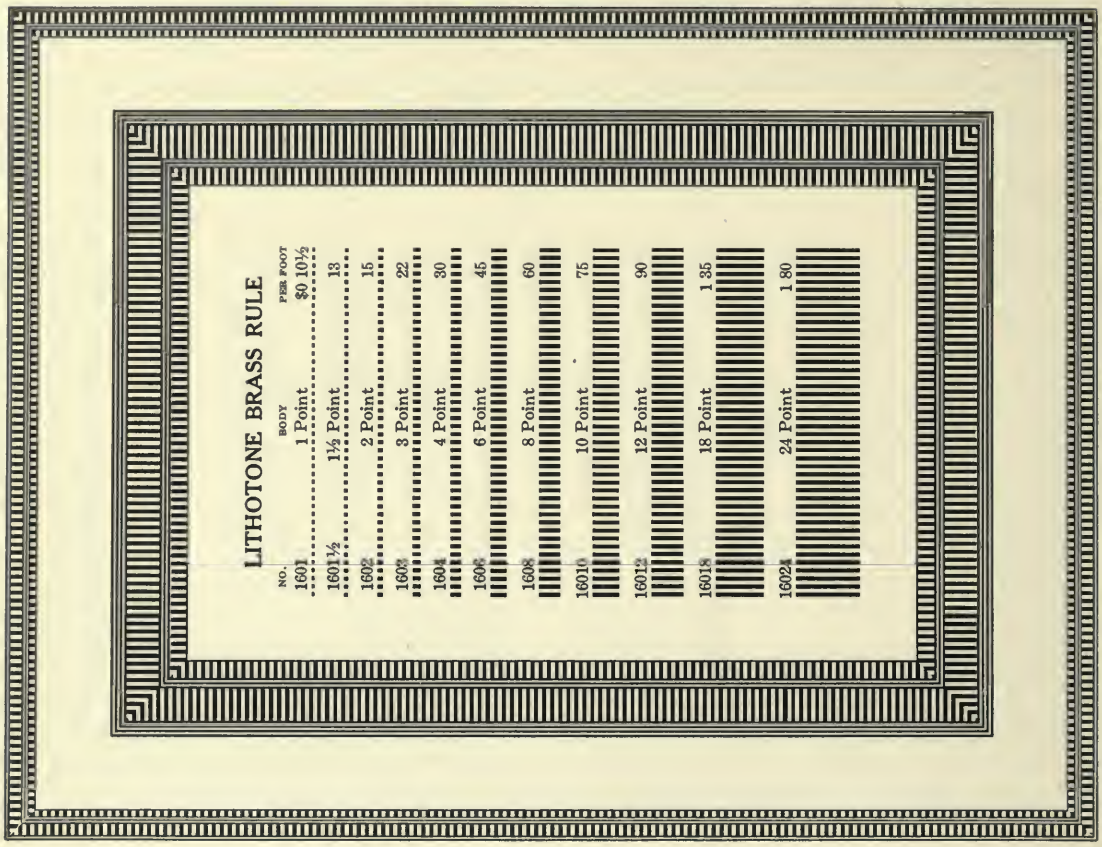
For prices of Labor-Saving Fonts see Table B1, page 204

LITHOTONE BRASS RULE

NO.	BODY	PER FOOT
1551	1 Point	$0 10½
1551½	1½ Point	13
1552	2 Point	15
1553	3 Point	22
1554	4 Point	30
1556	6 Point	45
1558	8 Point	60
15510	10 Point	75
15512	12 Point	90
15518	18 Point	1 35
15524	24 Point	1 80

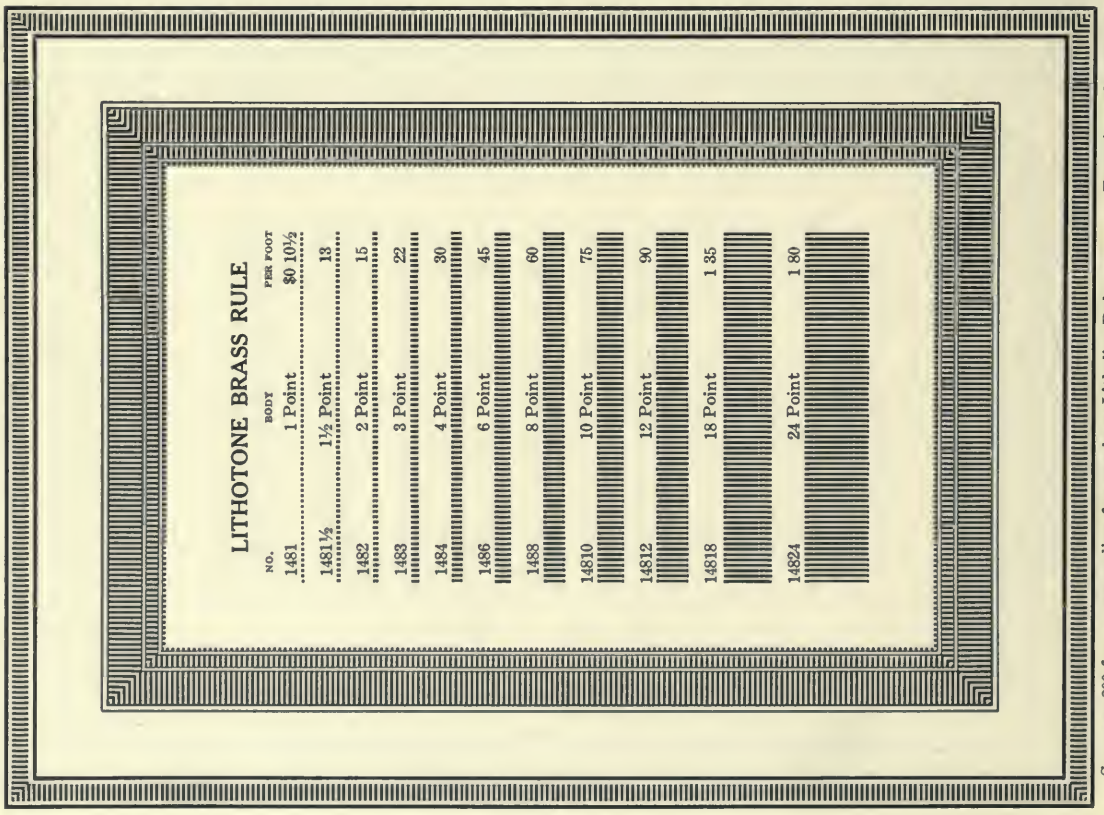
See page 202 for corresponding face made as Litholine Rule

Brass Rule Section



This face also made in Litholine Rule, Series No. 260

For prices of Labor-Saving Fonts see Table B1, page 204



See page 200 for corresponding face made as Litholine Rule

American Type Founders Company

ORIGINATOR AND MAKER OF

TYPE, BORDERS, ORNAMENTS AND BRASS RULE

LITHOTONE BRASS RULE

NO.	BODY	PER FOOT
1541	1 Point	$0 10½
1541½	1½ Point	13
1542	2 Point	15
1543	3 Point	22
1544	4 Point	30
1546	6 Point	45
1548	8 Point	60
15410	10 Point	75
15412	12 Point	90
15418	18 Point	1 35
15424	24 Point	1 80

HERBERT E. BARTONE

MATTHEW B. WILMONT

BARTONE & WILMONT

325 Broadway, New York City

HIGH GRADE TOILET ARTICLES

SELECTED ORIENTAL **PERFUMES**

LITHOTONE BRASS RULE

NO.	BODY	PER FOOT
1471	1 Point	$0 10½
1471½	1½ Point	13
1472	2 Point	15
1473	3 Point	22
1474	4 Point	30
1476	6 Point	45
1478	8 Point	60
14710	10 Point	75
14712	12 Point	90
14718	18 Point	1 35
14724	24 Point	1 80

See page 200 for corresponding face made as Litholine Rule

For prices of Labor-Saving Fonts see Table B1, page 204

See page 200 for corresponding face made as Litholine Rule

Brass Rule Section

LITHOTONE BRASS RULE

For prices of Labor-Saving Fonts see Table B1, page 204

1596-A	$0 45	1596-B	$0 45
1598-A	$0 60	1598-B	$0 60
15910-A	$0 75	15910-B	$0 75
15912-A	$0 90	15912-B	$0 90

LITHOTONE BRASS RULE

For prices of Labor-Saving Fonts see Table B1, page 204

1596-C	$0 45	7586	$0 45
1596-D	$0 45	7588	$0 60
1598-D	$0 60	75810	$0 75
15910-C	$0 75	75812	$0 90

LITHOTONE BRASS RULE

For prices of Labor-Saving Fonts see Table B1, page 204

1596-J	$0 45	1594-J	$0 30
1598-K	$0 60	1596-K	$0 45
15910-J	$0 75	1598-M	$0 60
15912-K	$0 90	15912-J	$0 90

Brass Rule Section

LITHOTONE BRASS RULE

For prices of Labor-Saving Fonts see Table B1, page 204

1593-E	$0 22	1594-G	$0 30
1596-H	$0 45	1596-G	$0 45
1596-E	$0 45	1596-F	$0 45
1598-F	$0 60	15910-F	$0 75

BRASS RULE FOR BOOKLETS

For prices of Labor-Saving Fonts see Table B, page 204

1646	$0 38		
2236	$0 38	2236-R	$0 38
2346	$0 38	2346-R	$0 38
6496	$0 38	6496-R	$0 38

LITHOLINE BRASS RULE

For prices of Labor-Saving Fonts see Table B, page 204

6583	$0 18		
6585	$0 30	6584	$0 24
6586	$0 38	6588	$0 48
65810	$0 60	65812	$0 72

Brass Rule Section

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
For prices of Labor-Saving Fonts of Litholine Brass Rule see Table B, page 204			
2484	$0 24	3484	$0 30
2486	$0 38	3486	$0 45
24812	$0 72	34812	$0 90

Combination of 2482, 3488 and 2482

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
For prices of Labor-Saving Fonts of Lithodot Brass Rule see Table B1, page 204			
2473	$0 18	3473	$0 22
2476	$0 38	3476	$0 45
24712	$0 72	34712	$0 90

Combination of 2473, 3476 and 2473

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
Fonts of Lithodot Brass Rule do not need Miters or Brazed Corners			
2542*	$0 14	3542*	$0 15
2546	$0 38	3546	$0 45
25412	$0 72	35412	$0 90

Combination of 2546 and 3546

*Also Made on 2 2-5 point body

Brass Rule Section

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
For prices of Labor-Saving Fonts of Litholine Brass Rule see Table B, page 204			
2593	$0 18	3593	$0 22
2596	$0 38	3596	$0 45
25912	$0 72	35912	$0 90

Combination of 2596 and 3596

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
For prices of Labor-Saving Fonts of Lithodot Brass Rule see Table B1, page 204			
2582	$0 14	3582	$0 15
2583	$0 18	3583	$0 22
2586	$0 38	3586	$0 45
25812	$0 72	35812	$0 90

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
Fonts of Lithodot Brass Rule do not need Miters or Brazed Corners			
2563	$0 18	3563	$0 22
2566	$0 38	3566	$0 45
25612	$0 72	35612	$0 90

Combination of 2563, 1566 and 2563

Brass Rule Section

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
For prices of Labor-Saving Fonts of Lithodot Brass Rule see Table B1, page 204			
2572*	$0 14	3572*	$0 15
2576	$0 38	3576	$0 45
25712	$0 72	35712	$0 90

Combination of 3576 and 2576

*Also made on 2 2-5 point body

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
For prices of Labor-Saving Fonts of Litholine Brass Rule see Table B, page 204			
2554	$0 24	3554	$0 30
2556	$0 38	3556	$0 45
25512	$0 72	35512	$0 90

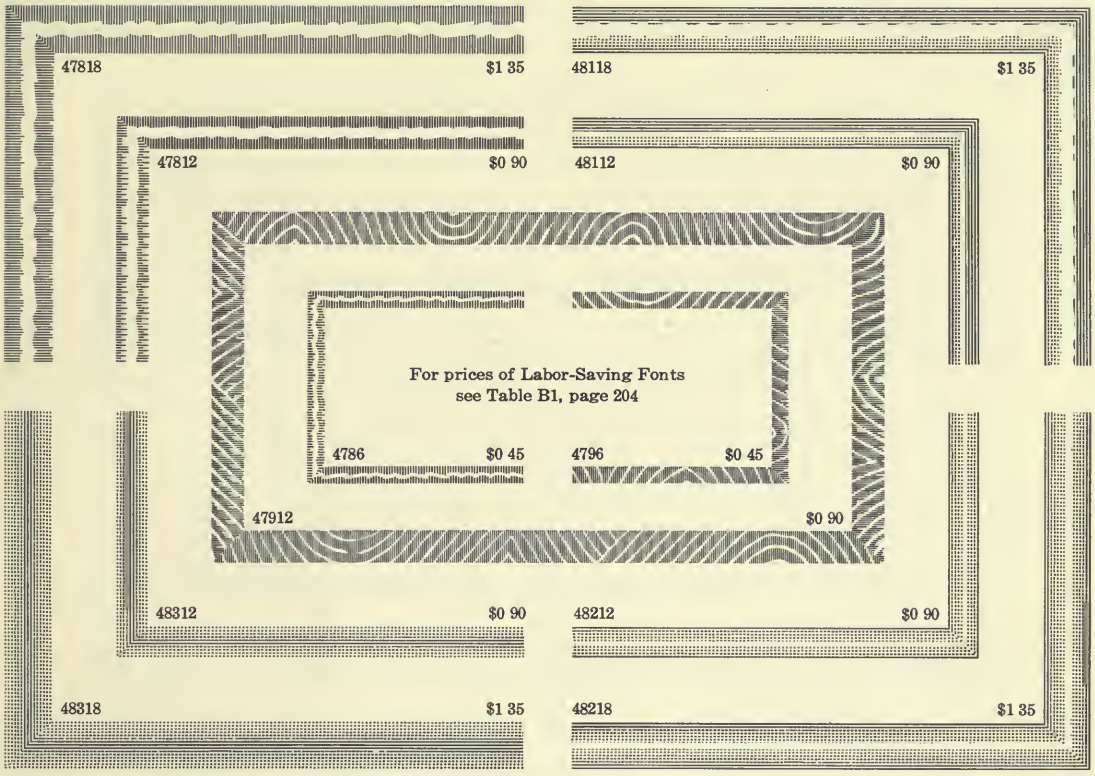
Combination of 2554, 1554 and 2554

All Lithotone and Litholine Brass Rules can be combined as shown on this outside panel

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
Fonts of Lithodot Brass Rule do not need Miters or Brazed Corners			
2494	$0 24	3494	$0 30
2496	$0 38	3496	$0 45
24912	$0 72	34912	$0 90

Combination of Litholine 24912 and Lithotone 14912

Brass Rule Section



BRASS INITIAL BOXES

These Initial Boxes are brazed on two corners and mitered on two corners making corner pieces easy to compose

5-1596B 50c

4-1596B 45c

4-1594G 40c

4-1594J 40c

4-1596A 45c

5-1596A 50c

5-1596G 50c

PRICE LIST OF INITIAL BOXES

	48 Point and Smaller	72 Point and Smaller	96 Point and Smaller	120 Point and Smaller
2, 3 or 4 Point Rule . .	$0 40	$0 45	$0 50	$0 55
6 Point Rule	45	50	55	60
8 Point Rule	50	60	70	75
10 Point Rule	55	65	75	85
12 Point Rule	65	75	85	95

5-1596J 50c

8-15910A 75c

6-1596C 50c

6-1598A 60c

7-1598B 70c

LITHOLINE RULE IN STRIPS

TABLE G — Prices also apply to all Plain Single, Double, and Triple Line Rules

POINT	1	1 1-2	2	3	4	5	6	8	10	12	18	24	30	36
1 Foot Price	9c	12c	14c	18c	24c	30c	38c	48c	60c	72c	$1 08	$1 44	$1 80	$2 16

LABOR-SAVING FONTS OF LITHOLINE BRASS RULE

Prices also apply to all Plain Single, Double, and Triple Line Rules

These list prices are for fonts put up according to our standard schemes. Special scheme fonts differing from our standard schemes, and sorts will be charged according to prices in Tables H and I.

TABLE B

SIZE FONT	1 POINT	1 1-2 POINT	2 POINT	3 POINT	4 POINT	6 POINT	8 POINT	10 POINT	12 POINT
1 Pound	$3 00	$2 75	$2 10	$1 95	$1 95	$1 95	$1 90	$1 90	$1 90
2 Pound	6 00	5 20	4 20	3 90	3 90	3 90	3 80	3 80	3 80
3 Pound	8 70	7 80	6 00	5 55	5 55	5 55	5 40	5 40	5 40
4 Pound	11 20	9 80	8 00	7 20	7 20	7 20	7 00	7 00	7 00
5 Pound	13 50	12 00	9 50	8 75	8 75	8 75	8 50	8 50	8 50

Sizes larger than 12 point are not sold in regular scheme fonts. Customers will specify lengths desired, which will be sold at prices in Tables H and I.

LITHOTONE AND LITHODOT RULE IN STRIPS

TABLE G1 — These List Prices are for all Series of Lithotone and Lithodot Rule

POINT	1	1 1-2	2	3	4	5	6	8	10	12	18	24	30	36
1 Foot Price	10½c	13c	15c	22c	30c	37c	45c	60c	75c	90c	$1 35	$1 80	$2 25	$2 70

LABOR-SAVING FONTS OF LITHOTONE AND LITHODOT BRASS RULE

Regular Fonts DO NOT contain Miters or Brazed Corners

These list prices are for all series of Lithotone and Lithodot Rules, and for fonts put up according to our standard schemes. Special scheme fonts differing from our standard schemes, and sorts will be charged according to Tables H and I, plus 25 per cent.

TABLE B1

SIZE FONT	1 POINT	1 1-2 POINT	2 POINT	3 POINT	4 POINT	6 POINT	8 POINT	10 POINT	12 POINT
1 Pound	$3 75	$3 45	$2 60	$2 50	$2 40	$2 40	$2 35	$2 35	$2 35
2 Pound	7 50	6 50	5 25	5 00	4 80	4 80	4 70	4 70	4 70
3 Pound	10 90	9 75	7 50	7 10	6 95	6 95	6 80	6 80	6 80
4 Pound	14 00	12 25	10 00	9 20	9 00	9 00	8 75	8 75	8 75
5 Pound	16 90	15 00	12 00	11 25	10 75	10 75	10 50	10 50	10 50

Sizes larger than 12 point are not sold in regular scheme fonts. Customers will specify lengths desired which will be sold at prices in Tables H and I plus 25 per cent.

MITERS FOR LITHOTONE BRASS RULE

TABLE E2 — For prices of Brazed Corners see page 193 — TABLE D1

BODY	PRICES PER SET OF 4 RIGHT AND 4 LEFT MITERS				
	2 1-2 EMS INSIDE	5 EMS INSIDE	3 1-2 EMS OUTSIDE	6 1-2 EMS OUTSIDE	EXTRA FOR INTERLOCKING MITERS
1 to 2 pts.	$0 20	$0 20	$0 20	$0 20	$0 10
3 & 4 pts.	25	30	25	30	10
5 & 6 pts.	30	40	30	40	10
8 pts.	40	55	40	55	10
10 pts.	45	70	45	70	10
12 pts.	50	80	50	80	10
18 pts.	80	1 20	75	1 20	15
24 pts.	1 10	1 60	95	1 50	15

PRICES PER FONT		
BODY	NUMBER SETS	PRICE
1 to 2 Point	2 sets each 2½ and 5 ems	$0 80
3 & 4 Point	2 sets each 2½ and 5 ems	1 10
5 to 6 Point	2 sets 2½ ems, 1 set 5 ems	1 00
7 & 8 Point	2 sets 2½ ems, 1 set 5 ems	1 35
9 & 10 Point	1 set each 2½ and 5 ems	1 15
11 & 12 Point	1 set each 2½ and 5 ems	1 30

Mitered pages of Lithotone Rule:—To the charges for mitering add prices of pieces of rule in Tables H and I and add 25 per cent for all series. Lithodot Rules do not need miters or brazed corners, which cannot be made satisfactorily.

All prices subject to change without notice

Brass Rule Section

16212 $0 72

16312 $0 72

16210 $0 60

16310 $0 60

1628 $0 48

1638 $0 48

1626 $0 38

1636 $0 38

1444 $0 24

1446 $0 38

1448 $0 48

14410 $0 60

14412 $0 72

15118 $1 08

15112 $0 72

1516 $0 38

For prices of Labor-Saving Fonts
see Table B, page 204

1654 $0 24

1656 $0 38

15012 $0 72

15018 $1 08

Brazed Half-Panel—4 columns wide (53½ ems) with 3 em leg. Per set of two, 12 Point Rule No. 14912, $2 55

Brazed Half-Panel—3 columns wide (40 ems) with 3 em leg. Per set of two, 8 Point Rule No. 1338, $1 45

Brazed Half-Panel—2 columns wide (26½ ems). Per set of two, 6 Point Rule No. 1526, $1 10

BRAZED HALF-PANELS

Made in one, two, three and four column widths for Rapid Newspaper Composition
Other sizes made at proportionate prices

Prices, per Set of Two		2 Pt.	3 Pt.	4 Pt.	6 Pt.	8 Pt.	10 Pt.	12 Pt.	18 Pt.
Plain Rule	3x13 Ems	$0 80	$0 80	$0 80	$0 95	$1 00	$1 15	$1 25	$1 50
All Lithotone	3x13 Ems	85	85	85	1 00	1 10	1 20	1 35	1 75
Plain Rule	3x26½ Ems	90	90	90	1 10	1 25	1 35	1 50	2 00
All Lithotone	3x26½ Ems	95	95	95	1 20	1 35	1 50	1 70	2 25
Plain Rule	3x40 Ems	1 05	1 05	1 05	1 35	1 45	1 65	1 85	2 40
All Lithotone	3x40 Ems	1 10	1 10	1 10	1 45	1 60	1 85	2 10	2 75
Plain Rule	3x53½ Ems	1 25	1 25	1 25	1 50	1 75	2 00	2 25	3 00
All Lithotone	3x53½ Ems	1 35	1 35	1 35	1 65	1 95	2 25	2 55	3 50
*Special Font Half-Panel Rule (Plain Rule)		3 92	4 97	6 35	9 87	12 46	15 70	18 66	27 73

*Containing 6 pieces each 1 to 4 ems by ½ ems; 8 pieces each 5 to 10 ems; 2 pieces each 12, 15, 18, 21, 24, 27, 30, 33 and 36 ems; 2 pieces each 42, 48, 54, 60, 66 and 72 ems. (2 point font weighs 2 lbs.)

Advertising Composition
made easy by using Brazed Half-Panels
with rule cut to
proper lengths for Adwork

AMERICAN
TYPE
FOUNDERS
COMPANY

Ads from one inch to
twelve inches in length composed with
two pieces of rule and
one set of Brazed Half-Panels

BRAZED CORNER

This page 34x53 ems, Rule No. 14812, $3 00 Plain Rule $2 53

MITERED CORNER

MITERED PAGES — HALF BRAZED

Open Corners Mitered Plain or Interlocking

BRAZED CORNER

This page 27x30 ems, Rule No. 6588, $1 25

BRAZED CORNER

This page 6x23 ems, Rule 1336, $0 77

Just the thing for Single, Double and Triple Column Newspaper Department Heads. They are great timesavers

BRAZED CORNER

BRAZED CORNER

This page 16x23 ems, Rule No. 1574, $0 68 Plain Rule $0 61

These pages, with two corners brazed and two corners mitered, are great timesavers on large publications using standard size rule borders for the advertising pages. We have made over a thousand pages for one printer, who uses them with great saving on a large trade publication

BRAZED CORNER

BRAZED CORNER

PRICE LIST

With the open corners mitered plain or interlocking. To the charges below add price per piece as per Tables H and I for the length of rule used. Be sure to state whether measurements given are inside or outside, and if side-face rule whether bevel is inside or outside.

Open corners, plain mitered				Prices per page, not including Rule used	Open corners, interlocking miters			
2, 3 and 4 point	6, 8 and 10 point	12 and 14 point	18 point and thicker	When longest leg is less than	2, 3 and 4 point	6, 8 and 10 point	12 and 14 point	18 point and thicker
$0 35	$0 40	$0 50	$0 60	24 ems	$0 45	$0 55	$0 70	$0 85
40	45	55	65	36 ems	50	60	75	90
45	50	60	70	48 ems	55	65	80	95
50	55	65	75	60 ems	60	70	85	1 00
55	60	70	80	72 ems	65	75	90	1 05

Sixteen pages and more of the same face and size, 5 cents per page less; sixty-four pages, 10 cents per page less.

If made from Lithotone or Lithodot Rule the prices in Tables H and I are increased 25 per cent, to which the above charges per page are added.

MITERED CORNER

BRAZED CORNER

Squaround Circles

Square outside—round inside

PRICE LIST

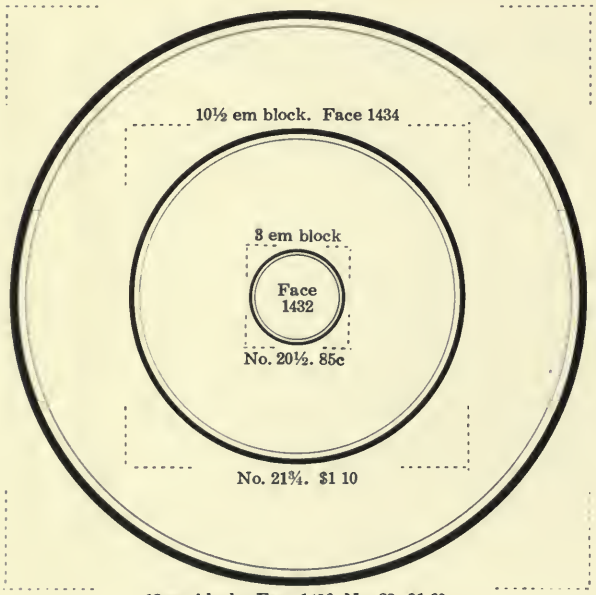
Size Block	Face	Price Each
3 Em (½ in)	1432...	$0 85
4½ Em (¾ in)	1432...	90
6 Em (1 in)	1433...	95
7½ Em (1¼ in)	1433...	1 00
9 Em (1½ in)	1433...	1 05
10½ Em (1¾ in)	1433...	1 10
12 Em (2 in)	1434...	1 20
13½ Em (2¼ in)	1435...	1 30
15 Em (2½ in)	1435...	1 40
16½ Em (2¾ in)	1436...	1 50
18 Em (3 in)	1436...	1 60

(The size in inches is given for comparison with the old sizes)

In the above price list we show the popular double rule series No. 143, but we can furnish other single, double or triple line faces shown in the Brass Rule Section of the American Specimen Book of Type Styles

12 em block. Face 1433, No. 22. $1 20

The dotted rule at the four corners shows the size of the square block on which the circle is made



18 em block. Face 1436, No. 23. $1 60

13½ em block. Face 1435, No. 22¼. $1 30

Squaround Circles are trimmed to twelve point ems

16½ em block. Face 1436, No. 22¾. $1 50

15 em block. Face 1435, No. 22½. $1 40

Squaround Brass Circles do away with the annoyance of justifying the old-style round circle in the form. The matter on the inside of the circle is set in the usual manner and the Squaround Circle is inserted in the form as easily as a piece of type or furniture

Mortised Metal Circles

Square outside—mortised inside

ANNUAL
PETTICOAT SALE
$3.89
BARGAINS ALL THIS WEEK

No. 12001 75c

Mortised Metal Circles

PRICE LIST

	Each	5 or more	10 or more
48 Pt.	$0 35	$0 25	$0 18
60 Pt.	40	28	20
72 Pt.	45	30	23
84 Pt.	50	35	25
96 Pt.	55	40	30
108 Pt.	65	50	35
120 Pt.	75	60	45

AMERICAN TYPE FOUNDERS COMPANY

SALE OF
REMNANTS
DOUBLE VALUE
FOR TEN DAYS ONLY

No. 12002 75c

VOTE
FOR
J. DOE
ELECTION DAY

No. 10801 65c

No. 6002
40c

Dotted Line
Indicates
Mortise

No. 10802 65c

No. 9601
55c

No. 6001
40c

No. 9602
55c

No. 4801
35c

No. 4802
35c

No. 8401
50c

No. 8402
50c

5c

No. 7201 45c

BENEFIT
VICTORIA HOME
TAG DAY
JULY 14, 1918
ONE DIME

No. 12003 75c

Put
This Number
25879
On Your
Bill

No. 7202 45c

Brass Rule Section

2584-3586-2583

2586-3583-2583

1646-1554-1452

2583-3584-2583

2582-1563-2582

1452-1554-1452

2593-3593

2583-3583

6583-1593E

LITHOTONE, LITHOLINE, LITHODOT
AND OTHER RULES IN
COMBINATION

1582-2582-1582

2582-1582-2582

1582-2583-1582

2582-1583-2582

1583-2584-1583

2583-1584-2583

1584-2586-1584

2584-1586-2584

2236R-1486-2236

2346-1554-2346R

1343-1556-2022-1481

2582-3586-2582

2236R-3482

1476-3473

2473-3473

1232-3482

LITHOTONE, LITHOLINE, LITHODOT
AND OTHER RULES IN
COMBINATION

1343-1492-2042

6583-1583

1212-1702-1212

6586-3603-2582

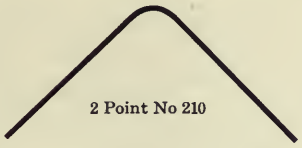
1212 (2) 2586 (2) 1212

2476-3476

6584-1584-3584

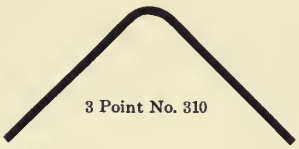
6586-3546-6584

BRASS ROUND CORNERS



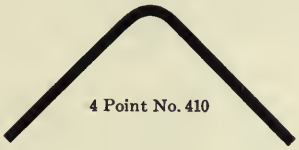
2 Point No 210

SIZE
6½ x 6½
EMS
OUTSIDE
MEASURE



3 Point No. 310

Price per set of four, 2, 3, 4 or 6 Point $0 50



4 Point No. 410

FOR
NEWSPAPER
ADS

6 Point No. 610

METAL RULES

We can furnish many of our faces of brass rule made of metal instead of brass at one-half the prices charged for brass rule. Naturally, these metal rules do not wear as long as brass rules, but for special jobs where the run is not long these metal rules are generally satisfactory. This applies especially to bodies from 6 to 36 point and for faces of rule where the lines are not finer than one-half point.

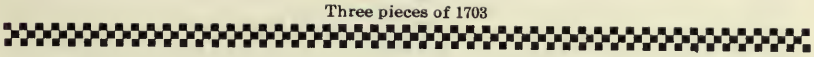
CHECKERBOARD BRASS RULE

1701	1 Point	$0 12
1701½	1½ Point	15
1702	2 Point	18
1703	3 Point	24
1704	4 Point	30
1706	6 Point	45

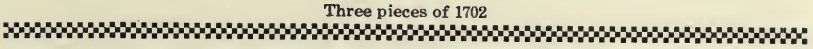
CHECKERBOARD RULE COMBINATIONS

2082-1702-1701-1702-2082

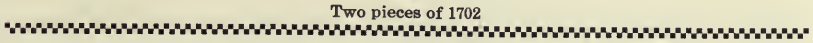
Three pieces of 1703



Three pieces of 1702



Two pieces of 1702

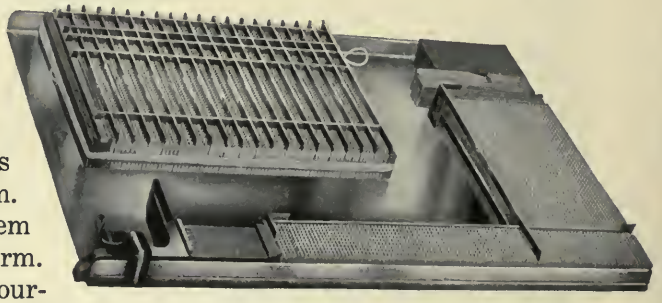


1213-1483-3484-1704-3484-1483-1213

The Typotabular Squares

PATENTED AUGUST 15, 1916

TO THE printing office doing either a large amount or a limited amount of blank ruled forms the Typotabular System should be of interest. This new invention simplifies, expedites and greatly reduces the cost of composition on tabular and blank work, besides giving a much improved appearance to the completed job. The saving is not alone in the cost of composition, but in the time required to "cast off" or calculate widths of columns in tabular, figure, or blank work, such as sales slips, vouchers, time slips, cost slips, blank-book headings, bill-heads, statements, and many other jobs of printing done in every composing room.



Typotabular Squares are cast on one-em six point body. They are absolutely uniform. The top of each square is shaped as a four-sided pyramid, and when they are assembled V-shaped channels are automatically formed, running at right angles, six points apart, *into which rules may be inserted at any multiple of six points without effort and without prying apart squares.*

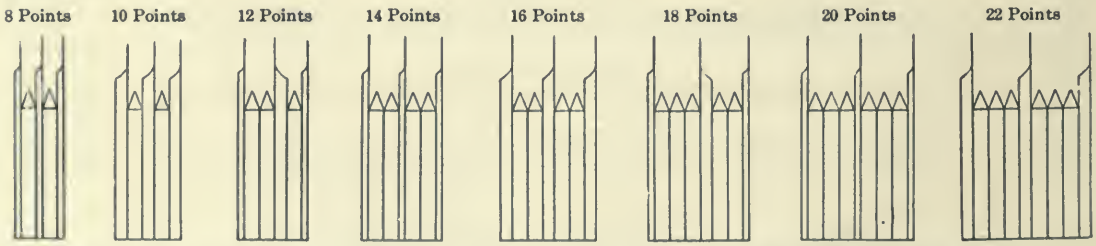
The illustration at the right shows a form, 30x41 ems, composed from an area of "Squares" 36x54 ems, the unused portion being left locked on the galley. After the form is printed the job is brought back to the galley, the rules taken out and replaced in the case and the area of 36x54 ems is again intact, ready for the next job which will fall within that measure. Any size area of "Squares" can be used, another popular and usable size being 9x12 inches, which is composed on a 12x18 galley. *The prime advantage in using Typotabular Squares is that blank forms are set without any composition other than selecting and inserting the rules, the blank spaces setting themselves automatically.*

Prices of Fonts and Accessories

Typotabular Squares, fonts containing 27 square inches (about six pounds) . .	$4 00
Typotabular Squares, 8 fonts and over	3 60
Typotabular Foot Slugs, containing an assortment of special 12 point slugs in lengths from one to ten ems by halves	1 25
Typotabular Galley End Lock and Dividers for 1 font (27x36 ems)	70
Typotabular Galley End Lock and Dividers for 2 fonts (36x54 ems)	85
Typotabular Galley End Lock and Dividers for 3 fonts (36x81 ems)	95
Typotabular Galley End Lock and Dividers for 4 fonts (54x72 ems)	1 10

The Typotabular Galley End Lock is made to fit on the Pressed Steel or Brass Style, but can be adjusted to fit on most styles of All-Brass Galleys.

That the proper system for readily obtaining the various widths of "feints" or cross rules may be easily understood, we have prepared the accompanying diagram showing the method of using two point and four point side-bevel brass rule. While the side-bevel rules are not essential for the satisfactory use of Typotabular Squares, more combinations are possible with their use than with center-face rules.



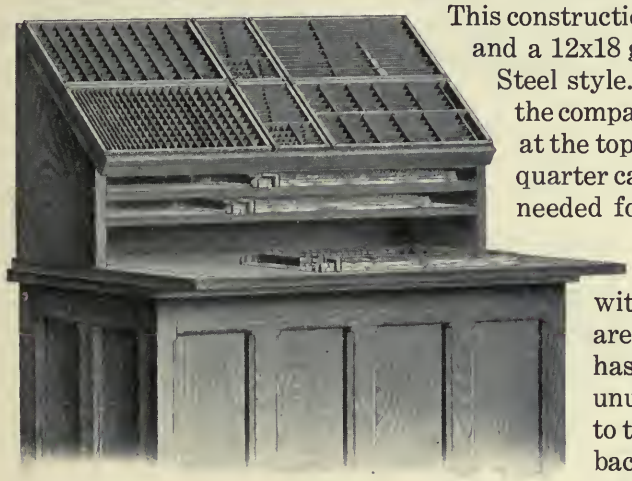
The diagram beginning with 8 point shows graduation by 2 points, viz: 8, 10, 12, 14, 16, 18, 20 and 22 points, by use of 2 and 4 point side-face rules. If intermediate ruling is necessary, 7, 13, 19, 25, 31 points, etc., can be made with 1 point rule, and 9, 12, 15, 18, 21, 24, 27, 30, 33, etc., can be made with 3 point side-face rule.

A Practical Working Outfit

THE essential items for operating this system are few in number, viz: One or more fonts of Typotabular Squares, a font of Foot Slugs, galley and dividers of proper size with galley end lock and fonts of brass rule with plenty of short pieces. In developing this system, however, we found that no rule cases allowed sufficient space for short pieces. So the Tabular Rule Cases (listed on page 214) were designed to fill this need. Then naturally followed a Working Top to hold the cases and the galleys, the latter containing the "base" or "Squares" ready for use.

The Typotabular Working Top

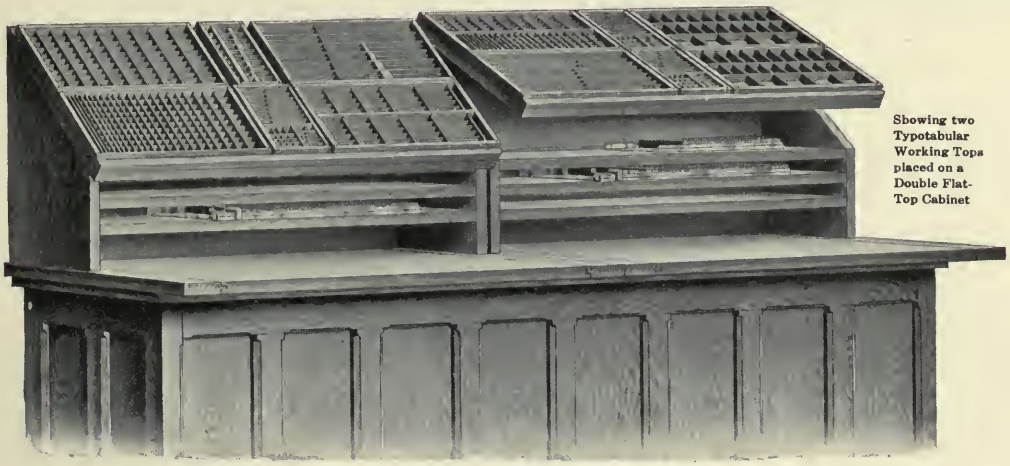
There is no other cabinet or piece of printers' furniture on the market that is exactly adapted to the needs of the Typotabular Square System. The Typotabular Working Top can be set on any flat-top cabinet but is especially designed for the No. 62, full-size, standard height, New Departure Cabinet. To allow room in front of the bank for a 12x18 galley, the top is made to overhang the cabinet in front about five inches. This construction gives space on each shelf for a 10x16 and a 12x18 galley of the Pressed Brass or Pressed Steel style. Two 8¾x13 galleys can be placed in the compartment under the bank, which is hinged at the top, or this space can be used for additional quarter cases. With this Working Top everything needed for composing blank rule forms by the Typotabular Square System is within easy reach. The galleys, complete with galley locks, dividers and "Squares," are instantly available. When the form has been composed, the galley with the unused portion of "Squares" is returned to the shelf to be taken out again to receive back the "Squares" when the job has been run off. The rule is quickly removed and placed in the cases.



Showing the Typotabular Working Top placed on a Single Flat-Top Cabinet

Prices of Typotabular Working Tops

1 Typotabular Working Top with Cases as shown above	$25 45
2 Typotabular Working Tops with Cases as shown below	50 00

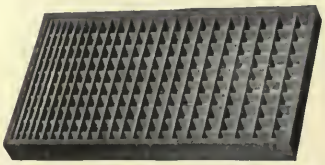


Showing two Typotabular Working Tops placed on a Double Flat-Top Cabinet

Tabular Rule Cases

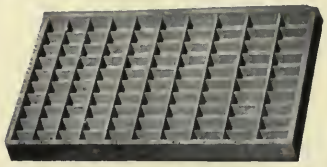
Four fit in a blank case

These cases have been designed to meet the need of ample room for the short lengths of rules. In numbers 10, 11, 12, 14 and 15, the compartments hold 20 pieces of 2-point rule, a convenient amount to pick up for insertion in a tabular form. They are especially desirable for setting blanks by the Typotabular Square System, as the small compartments enable the compositor to use 2 or 3 rows for Typotabular Metal Foot Slugs, 2 rows for 6-point slugs, 4 rows for 2-point rule, etc., changing the layout to suit the particular requirements. See page 110 for Typotabular Gothics, made on en and em body especially for tabular blank forms. The capacity of the cases indicated below is based on 2-point rule.



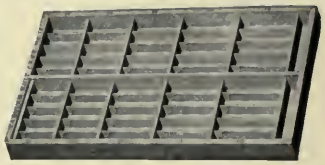
No. 10 Tabular Rule Case

Size, 7⅜x15⅛ inches. Weight, 19 oz. Holds 600 pieces each 1 to 3 ems by ½ ems, and 400 pieces each 3½, 4, 4½ and 5 ems. Price $1 25



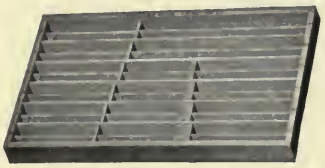
No. 11 Tabular Rule Case

Size, 7⅜x15⅛ inches. Weight, 18 oz. Holds 200 pieces each length 5½ to 10 ems by ½ ems. Price $1 00



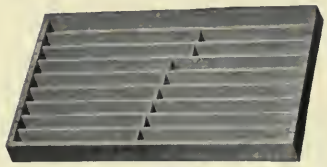
No. 12 Tabular Rule Case

Size, 7⅜x15⅛ inches. Weight, 18 oz. Holds 100 pieces each length 11 to 20 ems by ems. Price $0 90



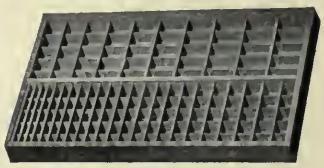
No. 13 Tabular Rule Case

Size, 7⅜x15⅛ inches. Weight, 18 oz. Holds 30 pieces each length 21 to 36 ems by ems. The 35 and 36 em compartments are long enough for 55 and 56 em pieces. Price $0 90



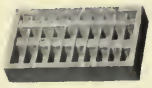
No. 14 Tabular Rule Case

Size, 7⅜x15⅛ inches. Weight, 17 oz. Holds 20 pieces each length 37 to 50 ems by ems. Has extra compartments for 36 and 37 ems and one long compartment the length of the case, 87 ems. Price $0 80



No. 15 Tabular Rule Case

Size, 7⅜x15⅛ inches. Weight, 19 oz. Holds 300 pieces each length 1 to 3 ems by ½ ems; 200 pieces each length 3½, 4, 4½ and 5 ems; 100 pieces each length 5½ to 10 ems by ½ ems. Price . . $1 25



No. 16 Tabular Rule Case

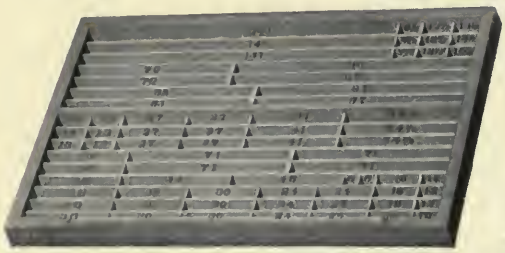
Size, 3⅞x7⅜ inches. Weight, 8 oz. Holds short pieces of rule cut to points. Compartments for 25, 26, 27, 28, 29, 31, 32, 33, 34 and 35 points. Also compartments for pieces 1 and 2 points longer than 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½ ems, these being the usual sizes of box headings. Price $0 50

No. 17 Tabular Rule Case

Size, 7⅜x7½ inches. Weight, 11 oz. Holds 400 pieces each length 1 to 3 ems by ½ ems and 200 pieces each 3½ and 4 ems. Price $0 60

New Midget Lead Case

Size, 5x7⅜ inches. Weight, 10 ounces. Three occupy same space as a quarter case and are designed to hold fonts of 1 point Brass, or 2 or 3 point metal, American Line Leads, cut from 1 to 20 ems by ½ ems. Price, case only . . $0 70



Ad-Man's Rule Case Price $2 50

AD-MAN'S FONT No. 3

(Mitered both ends)

16 pieces cut	13	picas (single col.)
12 pieces cut	26½	picas (double col.)
4 pieces cut	40	picas (three col.)
2 pieces cut	53½	picas (four col.)
2 pieces cut	67	picas (five col.)
6 pieces cut	80½	picas (six col.)
10 pieces cut	12	picas (two inch)
10 pieces cut	18	picas (three inch)
10 pieces cut	24	picas (four inch)
10 pieces cut	30	picas (five inch)
16 pieces cut	36	picas (six inch)
4 pieces cut	48	picas (eight inch)
6 pieces cut	58½	picas (half page)
4 pieces cut	118½	picas (full page)

In WIDTH it will make eight single-column, six double-column, two three-column, one four-column, one five-column, and three six-column ads.

In DEPTH it will make five two-inch, five three-inch, five four-inch, five five-inch, eight six-inch, two eight-inch, three half-page, two full-page—besides endless other combinations.

Price of font 6 point Plain Rule $25 54

Ad-Man's Brass Rule Borders

These Ad-Man's Rule Borders are designed for newspaper advertisements. Measurements given are for the length over all, and all pieces are mitered at both ends. The usable assortment (cut to accurate newspaper sizes), with the low price, makes these Ad-Man's Rule Borders a valuable addition to every newspaper office.

These measures are based on a standard six-column paper using six-point column rule. If they are made for a seven- or an eight-column paper the sizes of half-page and full-page pieces should be made longer.

The customer should be particular to state the number (which is the style) of rule desired. He should also be very careful to state how he measures his ads. The sizes here given are all full measure. The six-inch ad. is a full-size border. If he charges for blank space top and bottom he should then deduct a pica from each size in length. If he charges for space at bottom only he should then deduct a nonpareil from each piece in length, excepting the half-page and full-page pieces.

The face of the column rule for a six-column paper measures (not in inches) 119 picas. Allowing a six-point slug under head rule makes it 118½ picas for full-length border. The half pages are 58½ picas—twice 58½ is 117 (one and one-half picas shy). This is necessary to allow for a slug on each side of "cut-off" rule between ads.

The customer may suggest "my half-pages are ten inches," but if figured on that basis it would not be possible to work a half page and a quarter page on the same page, etc.

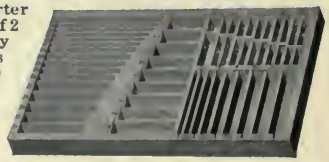
Full seven- and eight-column top and bottom pieces as well as full and half page seven- and eight-column lengths will be furnished upon request at price per piece as given in Table I plus the mitering charge.

West Virginia Rule Case

The West Virginia Rule Case, quarter size, holds a regular scheme 15 lb. font of 2 point rule and 75 pieces extra 1 to 5 ems by ½ ems. This makes a total of 105 pieces each 1 to 5 by ½ ems; 30 pieces 5½ to 10 by ½ ems; 24 pieces 11 to 20 by ems; 18 pieces 21 to 25 by ems; 12 pieces 26 to 30 by ems, and 6 pieces 31 to 36 by ems.

Price of special font, plain rule, $36 67

Price of case only 1 50



Specimens Composed by the Typotabular System

RENDERED BY _____ VS. _____

BILL NUMBER	PERIOD	DATE REC'D	AMOUNT		VOUCHER NUMBER	SENT TO	DATE	RET'D	SENT TO	DATE	RET'D	SENT TO	DATE

REQUISITION _____ 19

MR. _____

PLEASE DELIVER THE FOLLOWING FOR USE ON

JOB _____

NO.	ITEMS	RETURNED

RECEIVED THE ABOVE

FOREMAN

TEAMSTER

Z250
A5758

AMERICAN SPECIMEN BOOK OF TYPE STYLES

◆ ◆ ◆

SUPPLEMENT

AMERICAN
TYPE FOUNDERS
COMPANY